

The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, JULY 27, 1922



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Age Limits from 2 to 60.

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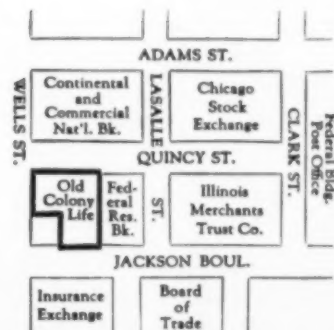
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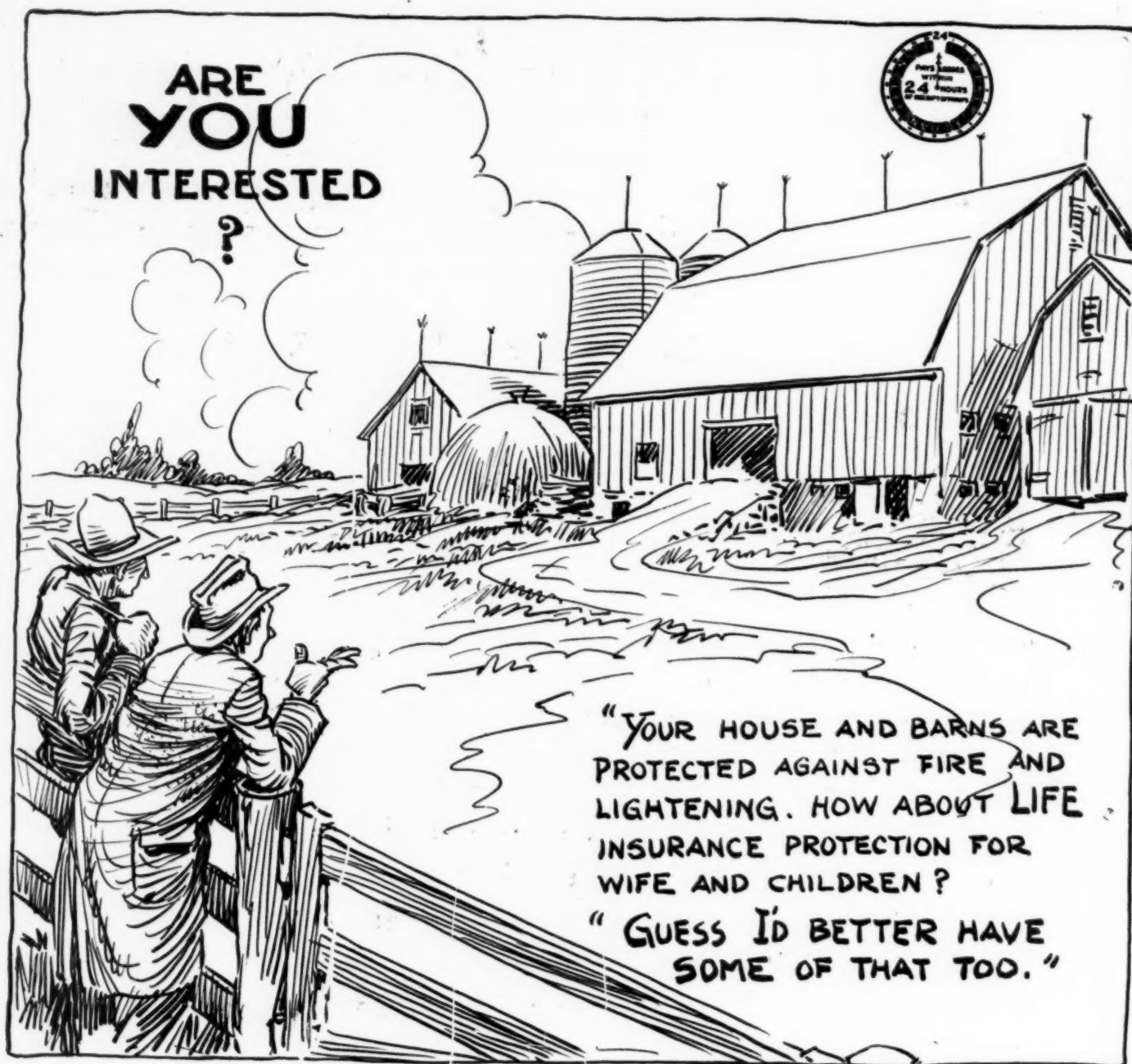
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INSURANCE COMPANY
of CHICAGO, ILL."**

The Company has its Home Office in its own building at 166 W. Jackson Blvd. running through to Quincy and Wells Street, right in the heart of *Chicago's Financial district*.





Life Insurance Men—

A Contract with Our Company
will insure you a prosperous year

BEST COMMISSIONS—BEST POLICIES—WRITE US

RESERVE LOAN LIFE
INSURANCE COMPANY
INDIANAPOLIS, INDIANA.

The National Underwriter

LIFE INSURANCE EDITION

Twenty-Sixth Year. No. 30

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, July 27, 1922

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TWO NEW BODIES COME FROM DENVER MEETING

State Supervising Officers and Company Officials Decide to Form Organizations

TRAVIS IS HEAD OF ONE

A. L. Harty of the International Life Heads the Company Committee to Perfect Permanent Organization

BY CYRUS K. DREW

DENVER, COLO., July 24.—"Keep western money at home." That was the keynote of the joint conferences of insurance companies domiciled in states west of the Mississippi river and the home commissioners of those states, held at Denver, July 20-21.

The result of this meeting is the creation of two new organizations. One is to be composed of all classes of insurance carriers in the states indicated. The other has already sprung into life under the title of the American Conference of Supervising Insurance Officials. The organization of the company conference has been entrusted to a committee of seven who will endeavor to swing the movement into shape by fall.

Any Departments Represented

Six state insurance departments were present at the Denver conference. Also six states had visiting company officials. The total companies represented other than Colorado local companies was approximately 18, the majority of them being the younger life companies of Kansas. Denver had a good representation at all the sessions.

The company conference was called to order by Commissioner Cochran of Colorado. A prepared statement was read by him. He said that the meeting was for mutual benefit, to discuss problems of the business as they peculiarly affect the companies of the west. He urged harmony, cautioned against asking anything radical of the commissioners and then turned the meeting over to the company representatives.

Walter Chorn of the Charles M. Howell reciprocal office at Kansas City nominated A. L. Harty, former Missouri commissioner, treasurer of the International Life of St. Louis, as permanent chairman of the company conference.

Harty's Forceful Talk

Mr. Harty made quite a forceful talk. He said the time had come for the companies domiciled west of the Mississippi river to do something to stop the great wave of money going across the river to the treasuries of eastern companies. He said that 90 percent of the insurance premiums collected in Missouri went out of the state, and the situation was similar in all the western states. To stop that, to build up local companies so that this condi-

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PROGRAM ANNOUNCED

MEETING OF COMMISSIONERS

Annual Gathering of the National Convention Will Be Held at Swampscott, Mass., Sept. 5-8

The program for the 53rd annual session of the National Convention of Insurance Commissioners to be held at Swampscott, Mass., Sept. 5-8 has been sent out. Thomas B. Donaldson of Pennsylvania is president of the organization. The program is as follows:

Tuesday, Sept. 5, 10 a. m.

Meeting called to order.
Address of Welcome—Channing H. Cox, governor of Massachusetts.
Response—Platt Whitman, first vice-president.
Call of states.
President's address—Thos. B. Donaldson, president.
Call of committees.

Tuesday, 2 p. m.

Communications and reports.
"Uniform Methods of Fire Insurance Rate Making"—Thos. S. McMurray, Jr., commissioner of insurance, Indiana.
Discussion—H. O. Fishback, Washington; L. T. Hands, Michigan, and John C. Bond, West Virginia (five minutes each).
"State Supervision and Regulation of Insurance Rate Making"—Francis R. Stoddard, Jr., superintendent of insurance, New York.

Discussion—James F. Ramey, Kentucky; T. M. Henry, Mississippi, and Bruce T. Bullion, Arkansas (five minutes each).

Upon the adjournment of this session of the convention, an automobile excursion is planned through Concord and Lexington, visiting points of historic and literary interest, including a dinner at the Belmont Springs Country Club.

Wednesday, Sept. 6, 10 a. m.

Communications and reports.
"Sale of Insurance Policies as Incidental to Other Business Transactions"—H. R. MacGibbon, deputy insurance commissioner, New Mexico.

Discussion—George W. Wells, Jr., Minnesota; John W. Walker, Utah, and John J. Donahue, New Hampshire (five minutes each).

"Fire Prevention as Relating to the Preservation of Our Forests"—P. H. Wilbur, insurance commissioner, Rhode Island.

Discussion—Howard J. Brace, Idaho; George P. Porter, Montana, and G. Walton Smith, Maine (five minutes each).

"Reciprocal Exchanges"—W. B. Young, chief bureau of insurance, Nebraska.
Discussion—Frank L. Travis, Kansas; Hon. Stacey W. Wade, North Carolina, and Thos. J. Houston, Illinois.

Wednesday, 2 p. m.

Communications and reports.
"Workmen's Compensation Rates and Benefits"—J. S. Phillips, former superintendent of insurance of New York, and Frank H. Hardison, former insurance commissioner of Massachusetts (both former presidents of the convention).
General discussion.

Wednesday, 8:30 p. m.

Annual session of the "Pamunkeys."

Thursday, Sept. 7, 10 a. m.

Communications and reports.
"Uniform State Laws to Regulate and Tax Marine Transportation Insurance"—B. W. Gearheart, superintendent of insurance, Ohio. (After Mr. Gearheart has concluded the reading of his paper, the convention will go into committee of the

ALBRIGHT AGAIN LEADS

HAS SET A NOTABLE RECORD

Northwestern Mutual Star Producer Shows Total of \$29,425,250 in Less Than 16 Years

MILWAUKEE, WIS., July 26.—

One of the features of the annual dinner of the Northwestern Mutual Life Agents' Association Tuesday night was the presentation of company and association prizes by George E. Copeland, superintendent of agencies, for business results during the past year. Dr. C. E. Albright of Milwaukee, for the sixteenth consecutive time, won the top honors as having written the most insurance for the Northwestern Mutual Life in 1921-1922, with a total of \$2,100,000. This record shows only business written in the Northwestern, which limits on a single life to \$150,000, and does not indicate the surplus lines placed with other companies by Dr. Albright.

The record of Dr. Albright in its entirety has hardly a parallel in the entire history of life underwriting. In a period of less than eighteen years, Dr. Albright has written a total of \$29,425,250 of life business in the Northwestern Mutual. His production has not dropped below \$1,000,000 for any year since 1907, running over \$2,000,000 for four years and over \$3,000,000 one year.

Following is the list of awards for business results announced for 1921-1922:

Class AA, C. E. Albright, Wisconsin, \$2,100,000.

Class A, E. D. Stinde, Missouri, \$1,576,167.

Class B, C. A. Phelps, New York, \$730,000.

Class C, Wettengel & Wettengel, Wisconsin, \$1,101,600.

Class D, R. L. Law, West Virginia, \$552,167.

Class E, Abe Carlsruh, Wisconsin, \$376,667.

Number of lives—B. C. Nelson, Illinois, 228½.

whole to hear arguments from those interested in the subject.)

Thursday, 2:30 p. m.

Automobile excursion up the North Shore. The precise route has not yet been mapped out, but will follow in general the coast up into New Hampshire, where dinner will be had at the Hotel Farragut.

Friday, Sept. 8, 10 a. m.

Communications and reports.
A Letter-box on Departmental Rulings and Problems. (Commissioners who have problems before them for solution are requested to write them out and hand them to the secretary during the Convention to be discussed at this session.)
Election of officers.
Executive session.
Adjournment.

Saturday, Sept. 9

The Rhode Island Insurance interests will entertain the Convention at the Squantum Club near Providence. Further details of this trip will be given out at the Convention.

Oscar Wilkins, Jr., who has been connected with the Memphis branch office of the New York Life, has resigned and will return to his former home in Jackson, Miss. Mr. Wilkins has not announced his future connection.

TWENTY MILLION FOR 1922 IS ROSEN'S GOAL

Premier Life Insurance Salesman of World Likely to Exceed That Quota for Year

HOW HE GETS BUSINESS

Some Interesting Sidelines on Personality of New York Life "Ace" and His Methods

BY GEORGE A. WATSON

NEW YORK, July 22.—Life insurance agents disposed to offer "hard times" as an excuse for their failure to secure assigned quotas of new business should take note of the experience of Harry B. Rosen of this city, for years the "star" life insurance salesman of the world, whose personal writings for 1922 promise to exceed the \$20,000,000 mark. Last year the record was \$18,000,000, but not satisfied with that Mr. Rosen proposes to pass it by a comfortable margin during the present twelve months, and at the rate he has been going since Jan. 1, will easily attain his goal. Next year and each succeeding period a higher figure will be set, and who may predict what Mr. Rosen's writings will be in 1930? As a producer he is in a class by himself, though he modestly refuses to claim qualifications not possessed by the average man, if the latter but exercised them. In love with his work, and believing wholeheartedly in the service he offers, Mr. Rosen is able to convince others of its worth, and to that fact attributes in large part the great success he has made of life insurance soliciting.

Hard Man to Interview

Active in banking and other important business enterprises as well as life insurance, Mr. Rosen is a difficult man to interview because of his numerous engagements, and of his innate dislike of publicity. The writer was fortunate enough to get the great salesman off guard, and in the course of an afternoon spent at his spacious home on the Connecticut shore recently learned something of his experience in life insurance work, and the factors that had contributed most largely to his success.

Thoroughly democratic in speech and manner, Mr. Rosen talks directly and positively, emphasizing his points from time to time with an emphatic shake of the head and by striking one hand in the palm of the other. A man of strong convictions, he is yet far from dogmatic and always gives a reason for the faith that is in him. From time to time, after making a particular assertion, he asks pointedly "Am I not right?" And he usually is.

Steadfast in Allegiance

When Mr. Rosen was induced to take an agency for the New York Life some 20 years ago, he knew as little about the business as one possibly could; but

he appreciated that men needed protection and that through no other medium could it be afforded so well as by a life policy. He felt, too, that the company he represented was all that was claimed for it and that it had both the willingness and the ability to carry out every obligation assumed, to agent and assured. Though frequently importuned to associate with other offices, Mr. Rosen has been steadfast in his allegiance to the New York Life and declares he will remain with it so long as he continues in active business.

Sells Protection Only

"I do not recommend insurance as an investment—only as protection," Mr. Rosen said. "If a man is selling investments he should connect with a bonding house and not with a life insurance company. The function of life insurance is to afford protection, and it is protection—for the home, the business, or the estate—that I talk. Believing as I do in protection, the insurance I sell is either ordinary life or 20-pay life, thereby securing for the assured the largest possible coverage at the lowest cost."

Continuing, Mr. Rosen said, "I am firmly convinced that every man should carry an amount of insurance commensurate with his means and that the man who does not should be led to see the error of his ways. It is not difficult to convince the ordinary man, particularly if he has had general business experience, as to his need for life insurance. If in my soliciting I fail to secure an application from my prospect, at least after the second interview, I give him up; there are too many others who can be convinced to waste time upon the skeptic."

Learn Conditions in Advance

"Another plan I follow is learning all about the physical and financial condition of my prospect before approaching him. If he has an organic trouble or his health is such that I have doubt as to his passing a severe medical test, I drop his name from my list. The exercise of care in this direction is responsible for the low rate of rejections had upon my applications. Assured of the physical standing of a man, and informed as to his financial and general business status, I submit my proposition, and rarely does the prospect suggest a change. The agent should bear the same relation to his client as the lawyer and the physician and through his superior knowledge of life insurance be in position to name the amount and type of policy to be applied for."

Writes Men of Every Class

"Every healthy man is a prospect for life insurance and if he be deserving should be given the protection it affords. I seek my business among men in every walk of life, and am thus able to keep up a high average production; a condition that would be impossible were I to specialize upon any particular class of workers. During the dark days of 1907 when the country was in the throes of a financial panic such as it had not known since 'Black Friday,' I wrote business very freely, through being able to contrast the stability of the life insurance companies with those of industrial houses and financial concerns, the securities of which were in many cases not worth the parchment upon which they were written, while the life policy would always pay 100 cents on the dollar. The experience of 1907 I have duplicated during the past two years of industrial depression, when I had moneyed men lay down their stocks and bonds and tell me frankly how little they could realize on them. The solvency of the great life insurance companies is a rock upon which the agent can stand, and is an argument against those who preach investment that is irrefutable."

No Cold Soliciting

Mr. Rosen has never done "cold soliciting," his practice being to gain personal introductions from his clients to

(CONTINUED ON PAGE 4)

DENVER RESOLUTIONS PASSED

Pronouncements from the Conference of Trans-Mississippi Insurance Commissioners

Resolutions in which life companies are interested were passed by the insurance commissioners of states west of the Mississippi River. They are:

ADVERTISING CAMPAIGNS

Whereas, it is the purpose of this conference to encourage and assist in every legitimate movement for the upbuilding of the insurance institutions of our respective states, and to secure the passage of laws to better safeguard the public interest, when such is necessary;

And, whereas, the laws of our states permit and provide for companies to operate on the stock, mutual, reciprocal, fraternal or assessment plan;

And, whereas, we believe there is ample room for all these classes to operate successfully, thus giving the citizen his choice, and encouraging legitimate competition;

Plans Are Safeguarded

And, whereas, the laws of the various states regulating the business of insurance have been carefully framed for the purpose of safeguarding and protecting the insuring public and have recognized as safe the various plans, and given ample and equal state endorsement as to the soundness of each within the scope of their respective operations, and by such legislative enactments have recommended with equal force each of said plans to the insuring public;

Resolved that this conference goes on record as endorsing the legislative approval of these various plans of insurance and we emphatically condemn advertising campaigns and propaganda instigated by any one class of insurance organizations the purpose of which is to tear down or injure another class. We believe such to be harmful to the business of all classes as a whole and if carried on at length will ultimately bring discredit to all. This resolution has particular reference to the character of advertising campaign conducted and reprehensible methods adopted by certain individuals lately, and this conference goes on record as favoring adequate legislation to prevent such practices, and in favor of the revocation of the licenses of companies who aid and encourage such practices through contributions or otherwise.

RESERVE LAWS

Proper reserves are essential to the safety of insurance institutions which issue contracts giving definite benefits for fixed charges, commonly known as legal reserve companies. Due consideration should be given to current cost of procuring, or continuing, the insurance in determining what are proper reserves; always keeping in mind that to be equitable current expenses should be paid out of current premiums.

We, therefore, commend as "proper reserves" which are safe, sound, scientific and equitable;

1. For legal reserve life companies, the preliminary term method of valuation with no greater reserve liability than the Illinois standard.

2. For other classes of insurance institutions giving definite benefits for fixed charges, a reserve sufficient to reinstate the business and no more. A higher reserve is of no benefit to the policyholders and enables the institution to conceal profits on which taxes otherwise might be payable.

SAFETY OF INSURANCE INSTITUTIONS

Safety of legal reserve insurance institutions is not dependent upon size or age. The real test of strength is the institution's ratio of admitted assets to its legal liabilities, assuming its underwriting practices to be sound, its investments good and its rates adequate, which are almost invariably the case—the exceptions, if any, being just as likely to be found among old and large institutions as among the young and small ones.

Large institutions have large liabilities and old institutions that are strong are not so because of age but in spite of it. Size and age are mere incidents that will in time be experienced by all institutions.

TWISTING AND UNFAIR COMPETITION

After being satisfied that the institution issuing a policy of insurance is safe, and no other kind is knowingly licensed, and after approving the policy contract as fair, equitable and in conformity with law, and no other kind is knowingly approved, the next consideration of a supervising insurance official is to see that the policyholder gets the best possible results from his purchase.

For a policyholder to drop his insurance in one institution to take it in another frequently results in a loss to him financially or of accrued contract benefits or both and seldom, if ever, to his advantage.

We, therefore, condemn the practice of "twisting" which usually results from the gain that is thereby derived by the solicitor without regard to the loss of the insured. To make the condemnation effective we recommend that the license be revoked of those agents who persist in such practices.

As only such institutions are licensed as are believed to be safe, and only such policy forms approved as are believed to be fair, equitable and in conformity with law, every institution licensed by us is on an equality with every other one in our view. The permit we grant the institution to do business is our commendation of it to the public. This being so, it is unfair competition for any agent to convey the impression to any policyholder or prospect that any licensed company is not perfectly safe or its approved policy forms unfair, inequitable or not in conformity with law.

We, therefore, condemn such practices and recommend that the licenses of offending agents be revoked, and if it be found that the home offices of companies condone such practices, by allowing their agents to continue them, after the home offices are advised, the licenses of said offending companies themselves should also be revoked.

"TWISTING"

Whereas, the fraternal societies that are enacting legislation placing their membership on adequate rates of contribution with required reserves and equitable surrender values are entitled to the full cooperation and assistance of the insurance departments of the several states; and such societies carrying a large portion of the life insurance protection of the great producing class of our citizens are entitled to and should be given the same protection now accorded by statute and departmental practice to "legal reserve companies" against "twisting" and other unfair methods of competition;

Now, therefore be it resolved that the insurance departments of the states will, so far as authorized by the law of their respective states, protect such societies against "twisting" and unfair competition to the same extent as protection is extended to other forms of insurance; and recommends that such societies be protected in every way against discrimination and that they be denied no right extended to competitors.

Negro Company's Progress

The Supreme Life & Casualty of Columbus, O., a negro insurance concern, completed its first year of operation last week. According to the report of the directors more than \$1,000,000 of insurance was written during the first year at a cost of approximately \$4,500. All the officers and stockholders of the company are negroes, with T. K. Gibson, graduate of Harvard and Atlanta universities, with long experience in the insurance field in the South, as president. A. P. Bentley, graduate of Atlanta university and former cashier of Solvent Savings Bank, Memphis, Tenn., is vice-president.

The meeting of the stockholders and directors was followed by a banquet at which B. W. Gearheart, state superintendent of insurance, and B. M. Roddy, cashier of the Solvent Savings Bank, Memphis, were the principal speakers.

George Newton of the Indianapolis staff of the Penn Mutual, is one of the city's prominent baritone singers and Sunday night took a prominent part in the program of one of the local radio broadcasting stations.

ANALYSIS OF CLAIMS

WHAT THE SIX MONTHS SHOW

Sharp Upward Turn of the Mortality Curve Is Found in the First

Period

The New England Mutual has made an analysis of its claims during the first six months of this year. It says in this connection "We know that if transient conditions cause a low death rate in a certain year, the opposite will follow in the next year if the conditions cease to be operative." Speaking further the New England Mutual says:

"And that has been precisely our experience. The year 1921 gave a very low mortality rate; in 1922 the pendulum has swung in the other direction. In January there was a sharp upward curve, more claims being incurred than in any month of 1921. This trend continued for the first five months; the sixth, however, was marked by the first low record of 1922, namely, 32.31 percent. The rate for the half-year is 59.69 percent, as compared with 44 percent in 1921, and 63 percent in 1920. The incurred claims on 611 lives, as against 545 in 1921, amount to \$2,896,164, an increase of \$797,374.

Large Individual Claims

"Another striking fact is that while 1921 was distinguished by few large individual claims, so far this year we have had 12 claims that totaled \$540,000, an average of \$45,000 each. But a redeeming feature of the whole report is the average age and duration, which, except in the large claims, have remained high.

"Forty-two policies, issued in 1921 and 1922, insuring \$265,024, became claims; while 25 policies, insuring \$76,230, with an average duration of 54.8 years, were paid.

Causes of Death

"An analysis of the causes of death shows that diseases of the circulatory system lead the list with 225, an increase of 32. Pneumonia caused 64, an increase of 14; and influenza, 33, an increase of 26. The recurrence of the epidemic this winter, though mild by comparison, left its mark on our records. Cancer, 44, remains stationary, with an increase of only one, but it takes highest place in the list of general diseases, surpassing both influenza and tuberculosis. In fact, cancer and tuberculosis seem to have changed places permanently. Not so long ago the latter was always the leading cause of death in the general list. This shift in position is apparently due, however, not so much to an increase in cancer as to a decrease in tuberculosis.

Surrenders Continue High

"Violent deaths show an increase of but two, the total being 54; suicide remains stationary at 17, and our experience is still very favorable in regard to automobile fatalities, with only 9 deaths.

"Surrenders continue high, notwithstanding a material falling off in policy loans. A study of these surrenders does not reveal that they are caused by the unusual number of loans, the percentage of surrendered policies that have loans against them being no greater than in the past."

May Become Victory Life

The Preferred Life of Topeka has asked the state charter board and the insurance department for authority to change its name to the Victory Life. The directors recently voted in favor of the change. This company is one of the string of companies managed by the Miller interests. It has been operating only a short line but has been putting business on its books at the rate of \$300,000 a month ever since it received its certificate.

NORTHWESTERN MUTUAL AGENTS IN CONVENTION

Annual Gathering at Home Office in Milwaukee Attended by 600 Producers

MEETING NEW CONDITIONS

President Van Dyke Answers Question as to How to Make Sales at the Present Time

MILWAUKEE, WIS., July 26.—"If I am any judge of human nature, the uppermost consideration in the minds of you gentlemen is business, and the question which you desire answered is, 'How to produce sales under the new conditions?' My attempted answer to your problem is my message to you today," said W. D. Van Dyke, president of the Northwestern Mutual Life, in his address of welcome to the 600 agents of the company at the opening of the first business session of the 46th annual meeting of the agents' association Tuesday morning. "We can never return to pre-war conditions because the experiences of war time and its aftermath have left their indelible imprint, and their influence and effect are potent factors in determining our problems of how to make sales under the new conditions. Among the benefits resulting from our recent experiences have been the establishment of broader ideas, new mental attitudes, keener insight into essentials and a public demand for their fulfillment. Business throughout the United States is today transacted on a higher plane than ever before."

Two Requirements Set Forth

"How are sales to be produced under such new conditions? Preparedness for the new business when it comes is surely the first step, for dull times are good times for constructive business building. There are set forth two requirements, to have a good product and to tell why it is good. The product which we have and offer the public has been generally known as the credit of our company and its policy contract. But credit and policy contract today are not all the elements that tend to create and develop the buying habit of our people. To make our product 'good' under new conditions, we must adapt our product thereto.

"One of the most prominent and far reaching of the new conditions of today is the public awakening to the appreciation of the real value of service, a condition which we must meet and should meet by creating and developing an additional element of the product which we offer, i. e., the element of service."

Seller Must Do the Work

"The second stated requirement of sales under new conditions applies to you gentlemen, as salesmen. Life insurance salesmanship differs from all other forms of salesmanship. Life insurance is said to be the only business in the world that has no market. Buyers of life insurance never take the initiative, except those who cannot get it or who are not entitled to it. The seller must do all the work and therefore must tell the prospect 'why.' To give the prospect not what, or all, he will take, but to give only that which is adapted to his particular needs and best suited thereto, is real service. The time has come to study the prospect's needs in the light of modern business conditions and thereby be prepared to render real service at the outset.

"Under our new business conditions, for home office and field alike, the key-

HAS FULL ATTENDANCE

CARNEGIE SCHOOL ON COAST

Great Variation in Experience of Students Taking Los Angeles Course—Many Women Attending

LOS ANGELES, CAL., July 25.—Since the opening of the summer term in Los Angeles of the Carnegie School of Life Insurance Salesmanship on July 5, additional registrations have been coming in daily. A complete check which has just been made for the committee of the Life Underwriters' Association of Los Angeles, under whose auspices arrangements for the school were made, shows a full enrollment.

A noteworthy feature in connection with the school is the range of experience of the agents taking the course, which extends from two weeks to 20 years. A number of managers and general agents are included in the list and they exhibit as keen an interest in the instruction as the men who are more actively engaged in the work in the field of personal production.

Many Women Students

Eleven percent of the students are women, which is indicative of the recognition which members of the female sex are giving to life insurance salesmanship as a lucrative vocation.

A number of students who have been interviewed state that the course is thorough and practical, so far as they have been able to judge at this time, and men of long experience in the business who are familiar with it say that there is no question of its value as an effective means of increasing the vocational efficiency of the individual.

Rockwell on "Prospecting"

Prof. Charles J. Rockwell of the Carnegie school was the principal speaker at a meeting of the home office agency of the Pacific Mutual Life Saturday. His address was on the subject of "Prospecting," and covered the topic not only from the ordinary viewpoint, but also included consideration of a number of different angles which in their application have been found effective in providing desirable material for the salesman to work on.

At the close of his talk, Prof. Rockwell was given a rising vote of thanks and elected an honorary member of the agency club.

note to success is, to my mind, embodied in one word, in its new and broad sense, and that word is 'service.' To answer your problem of how to produce sales under the new conditions, permit me, in conclusion, to suggest that we promptly meet the new conditions by adding to 'Northwestern Credit' and 'Northwestern Contract' a new star in our standard to be known as 'Northwestern Service.'

District Agents' Conference

The conference was opened Monday noon with a district agents' luncheon conference, with E. E. Lincoln of Ohio as chairman. Six of the district agents from various parts of the country gave short talks on various subjects of interest to this division.

Interesting features on the opening day's program were tours through the home office departments and talks to visiting agents in each department, explaining the work of each and its connection with agents' work in the field. A golf tournament at the Blue Mound Country Club provided entertainment for the outdoor enthusiasts Monday afternoon, while later in the afternoon the agents played the home office clerks at baseball on the lake front. The evening was devoted to departmental meetings. The Marathon Club held its dinner at the home office. Later the

(CONTINUED ON PAGE 15)

ADDITIONS TO PROGRAM

MORE PROMINENT SPEAKERS

Now Rounding Out Details of Coming Toronto Convention of Life Underwriters

Several changes and additions to the program of the Third International Convention of Life Underwriters have been announced by the Canadian Association in charge of the program. The details of the Toronto convention are now being worked out and a balanced program of sales material as well as entertainment is assured.

Additions to convention personnel are as follows:

Judge Charles Orbison, of the Probate Court, Indianapolis, will speak at the banquet on "Wills and Estates."

At the Tuesday morning session W. W. Charters, Bureau of Personnel Research, Carnegie Institute, will handle the subject, "How Men Are Influenced to Buy." Slight changes have been made in the latter part of the program for this session:

11:15 III "The Close":

(a) "Tests for the Close,"

(b) "Cultivation of the 'Yes' Attitude on the Part of the Prospect," by James Elton Bragg, Secretary of New York Association.

11:45 Special announcement by Dr. John A. Stevenson.

12:00 Adjourn.

At the banquet the Life Agency Officers' Association has been given permission by Mr. Woods to run its moving picture reel, illustrating life insurance. F. T. Stanford is securing permission to run a reel which a moving picture concern of Toronto is preparing for sale to the Institutional Advertising Committee.

A. R. Spier will handle the subject of "Standard Credit Forms."

Ernest J. Clark, "Protecting Mortgages."

A. O. Eliason, "Protecting Bond Issues."

Frederick A. Wallis, of New York, will speak on Wednesday morning on "The Human Needs Supplied by Life Insurance."

Readjust Kentucky Licenses

The Kentucky department has ruled that all agents' licenses must be re-adjusted before expiration on March 1, 1923, in accordance with the statutes and accordingly all companies desiring this readjustment on a pro rata basis are requested to file with the department a list of agents to be licensed, on or before Aug. 1. The department has arranged to extend all licenses expiring before March 1, 1923 to that date on a pro rata basis, provided the names are filed by the companies before Sept. 1. The names of agents not appearing on these lists will be treated as new agents and their licenses will expire on March 1, 1923, the annual fee to be charged for them. Those, however, whose names are handed to the department on the company lists will pay only for the actual time the license is in force, and at the end of the fiscal year all licenses will be subject to renewal according to the law.

New England Mutual's Figures

As of July 1, the New England Mutual shows the six months' new business paid for \$45,413,583; additions and renewals \$1,681,157; total \$47,094,740; terminations \$19,105,771; insurance in force \$637,404,051; gain \$27,988,969 since Jan. 1.

M. B. Moorehart and B. E. Coffey have been appointed general agents of the **Reliance Life** in southern Minnesota. Mr. Coffey formerly represented the Reliance in Illinois.

PROBLEMS OF DISTRICT AGENTS ARE DISCUSSED

Special Conference Held at Northwestern Mutual Life Agency Meeting

SUCCESSFUL MEN SPEAK

Methods Used in Developing Territory and Stimulating Production Are Outlined

MILWAUKEE, WIS., July 25.—The first event of the 40th annual Agents' Association meeting of the Northwestern Mutual Life was the luncheon conference of district agents. About 175 district and general agents were present and the entire meeting was given over to the discussion of problems peculiar to district agency work.

The first speaker was H. L. French, at present general agent at Madison, Wis., and formerly a very successful district agent at Wausau, Wis. Mr. French indulged in a lot of straight from the shoulder talk on the duties and obligations of a district agent. He drew a clear distinction between the man who confined himself to personal production and the man who engaged in organization work. He said the first was not in any sense a district agent and if he held a district agent's contract he should give it up.

District Agent's Responsibility

The district agent, according to Mr. French, has a responsibility to his general agent and his company which requires the intensive development of all portions of the field entrusted to him. He should not only secure new men—wherever possible full-time men—but he should work with those men in helping them solve the problems of their territory. He should show them how to produce business and close business for them until they are firmly established as life insurance men. He should visit these men frequently and work with them in eliminating adverse influences and difficulties that prevail in their fields. Mr. French then outlined the methods used in his territory in promoting production of local agents within each district agency and reviewed briefly his ideas as to the types of contracts to be given men in various circumstances.

Interesting Men in Business

H. M. Comins, next on the program, was assigned the topic of "Interesting Men in This Business and Keeping Them Interested." Mr. Comins started five years ago as a district agent at Oshkosh, Wis., in the general agency of D. N. Cameron. He developed a district agency outside the city of Oshkosh, the principal town in that territory being Ripon. Mr. Comins described his organization, which consisted of about 20 part-time men who were producing at the rate of over a million a year when he gave up the territory at the end of three years. He emphasized the necessity for the district agent keeping in constant touch with his local agents. Mr. Comins made it a practice while a district agent in Wisconsin to leave home not later than Tuesday morning and not to return to his home until Friday night at the earliest. All of the intervening time he spent working with his agents and securing and training new men.

Prefers Full-Time Men

Two years ago Mr. Comins moved to Michigan and took the district agency covering the city of Flint. Although

THEMISTOCLES, the old Athenian warrior, seemed to have a hard time of it, and yet his place in history is everlasting. He started off, unfortunately, with personal vanity at his masthead, and, just as unfortunately, he carried the pride through to his grave. When his followers, happy over his successes, would build triumphal memorials to his valor he would insist on having cut therein "I, Themistocles, the Athenian, did this or did that." After a while the people began to laugh at him but he proved his right to pride at Marathon and at Salamis. These victories prompted unusual demands and he was finally exiled. While in banishment Xeres, the Persian, captured him. Despite his dismissal by his country Themistocles fervidly avowed his patriotism, refused the offers of his captor, declared anew "I, Themistocles, the Athenian, won at Marathon and at Salamis and the evils that I have done to the Persians are numerous; my mind is suited to my calamities; I am prepared alike for favors and for anger; my wife and my children have been provided for—therefore, oh Persian King, I, Themistocles, the Athenian, am ready to die."

Sturdy old fighter that he was, he included in his speech of defiance "My wife and my children have been provided for." Throughout his campaigns, in all his struggles against his enemies, there was always a thought for his family's future. Yet in these peaceful times, with life insurance an easy matter, there are many who cannot say as much. Why is it so?



The Prudential
Insurance Company of America
Incorporated under the laws of the State of New Jersey
FORREST F. DRYDEN, President
Home Office, Newark, New Jersey

1867 **EQUITABLE LIFE** 1922 Insurance Company **OF IOWA**

Results of 1921

Insurance in force \$286,934,616.49
Admitted Assets..... \$ 39,234,839.04
Ratio of Actual to Expected Mortality..... 34.7%
68% of all business written since organization still in force.

For information regarding Agencies
Address:—Home Office: Des Moines

he went to Flint when the bottom was dropping out of the automobile business he has made an enviable record, both as a personal producer and as one who can secure and train sub-agents. One of his full-time men finished his first year in the company's service in May and reported the largest number of lives of any man in the general agency and had over \$200,000 of business to his credit. Mr. Comins is not opposed to part-time men, even in a city such as Flint, but prefers full-time men, especially for city work. He aims to follow the same methods in Michigan that he used in Wisconsin, adopting them as is necessary to meet changed conditions and the problems presented by city territory. He works with his part-time men constantly and tries in every way to make them so successful that they will give their full time to the business.

Work Every Cross-Roads

J. E. Whalen of Yakima, Wash., next outlined his ideas of the opportunities offered by a district agency. Mr. Whalen is the company's district representative for the Yakima valley, the famous apple growing section of Washington. He believes in a form of cultivation that does not neglect any portion of the territory covered by the district man's contract. He emphasized the value of working each little community and cross-road settlement with the aim of establishing centers of influence and policyholders. His experience has shown that such a groundwork is a great aid to obtaining agents and in furnishing them with sufficient material to survive the early years of their work in the business. Mr. Whalen impressed his audience because of his success, his personality and the fact that he is working in territory far removed from the headquarters of the company and over 200 miles away from his agency headquarters.

Intensive Cultivation

H. L. Smith of West Virginia, a member of the Parkersburg district agency of Roberts & Smith, was assigned the topic of "The Advantages of Intensive Cultivation." Mr. Smith told of the old district agency, with headquarters at Parkersburg, which included seven counties in his state. Since Jan. 1, 1920, the district agency has only included three counties with a total census population of between 50,000 and 60,000. From these three counties the district agents are now securing a much larger volume of business than was formerly obtained from the seven counties. Mr. Smith and his partner, R. C. Roberts, together with three full-time men and a few part-time men, work their territory intensively and frequently in teams of two or more men. Mr. Smith emphasized the desirability of a compact territory, where all parts of the field could be reached within a comparatively short time. He also described the campaigns that were frequently put on in the smaller places away from the headquarters. He impressed his audience with his arguments and facts, favoring the small district agency against the large field which could only be covered superficially and at considerable expense.

Advertising and Publicity

W. E. C. Kennedy of Lawrence, Kan., had agreed to talk on the subject of "Advertising and Publicity for a District Agency." Unfortunately Mr. Kennedy was detained at home and could not deliver his address in person. His place was taken by U. H. Poindexter, the associate general agent in the Kansas field. Mr. Poindexter reviewed the various types of publicity that Mr. Kennedy had used in establishing himself in Lawrence, the city he entered as a total stranger. Blotters, calendars, newspaper advertising, reader ads and other forms of advertising were each discussed in turn. He stated as Mr. Kennedy's conclusion, and in which he concurred, that small reader "ads" in local newspapers were the best and

TWENTY MILLION FOR 1922 IS ROSEN'S GOAL

(CONTINUED FROM PAGE 2)

their friends. In this way his circle of followers constantly increases and the following is a loyal one.

"I never obtain an appointment under false pretenses," he said, "for I do not care to discredit myself at the very beginning. When I call upon a man he knows that I am to talk life insurance to him, and I get to my mission at once. There is an opportune and an inopportune time to broach the subject of insurance, and I wait for the proper occasion, even though it be years in coming. Big men are easy to sell, if they have confidence in you."

Mr. Rosen was one of the pioneers in selling life insurance for the protection of banking credit. When he first advanced the idea his banker friends laughed at him. Today every banking institution worthy the name suggests that its clients further protect their loans through the medium of a life contract and millions of dollars of insurance are being written each year for that especial purpose.

Many Million Dollar Lines

When a number of years ago the late George W. Vanderbilt insured his life for \$1,000,000 daily papers throughout the entire country carried the story of so marked a happening. Mr. Rosen has sold any number of million dollar contracts, and a few months ago placed a \$5,000,000 line upon the life of a prominent theatrical man, who by the way, already had \$2,000,000 of insurance. In order to get the full quota Mr. Rosen sent an emissary to place the business with the life companies of Europe, after the offices on this side the water had each taken its full limit. By virtue of his extended interests Mr. Rosen writes a heavy volume of business in Canada and often goes abroad to close a big case.

Forty-six years of age, happily married and with an interesting family, Mr. Rosen's hobby outside business is in entertaining his friends of whom he has any number. His home on the shores of Long Island Sound is one of the show places of the East, and despite the evident wealth spent upon the building, its furnishings and the spacious grounds surrounding it yet convey an air of quiet comfort and good breeding that comports with its hospitable name, "Journey's End." From whatever angle one may view him, H. B. Rosen is a big man, and life insurance is proud to claim him.

most profitable form of advertising for a district agent in a small town. Much emphasis was placed upon fraternal and civic activity as a means of establishing a district agent in the community.

The luncheon conference ended with a number of discussions on points that had been brought out in the address and a request for the standing committee of the association to arrange a similar session for the meeting next year.

Lowell Association's Outing

Over 100 members of the Lowell, Mass., Life Underwriters Association went to Canobie Lake last week for their first annual summer outing, it having been the custom in past years to combine with the Boston Association for the summer meeting. The John Hancocks defeated the Metropolitans in a one sided baseball game and races and other athletic sports were indulged in. The association had as guests Past President Charles C. Gilman of the Boston association, National Secretary Franklin W. Ganse, Lloyd K. Allen, Secretary Clinton Ferguson and Robert W. Moore, all of the Boston Association.

The Volunteer State Life of Chattanooga is planning to enter Virginia.

ASSESSMENT PLAN HIT**ROYAL HIGHLANDERS RULING**

**Nebraska Supreme Court Sets Limits
Within Which Such Organiza-
tions Can Operate**

LINCOLN, NEB., July 25.—The Royal Highlanders lost in the Nebraska Supreme Court, the case that its officers told the court would break the organization if the decision were unfavorable. That result, however, is possible of being averted if they follow the suggestion of the court. The case involved the liability of the Highlanders on "pioneer certificates" that were in fact endowment policies. These total between \$3,000,000 and \$4,000,000, or much more than enough to wipe out the surplus accumulated.

Stopped Paying Installments

When the order first began it issued some 3,000 policies, which had a maturity fixed by the length of time the certificate was kept alive and the age of the holder. When that maturity arrived he was to be paid off in ten annual installments, during which time he kept on paying the regular assessment. After a time the order ceased issuing these policies, and still later it stopped payment of all installments on the ground that it had never had the legal right to issue them and that if compelled to pay it would break the order, since it would halt all growth and lead to a decimation of membership that did not share in such benefits.

Can't Cancel Obligations

The court holds that the Highlanders is a mutual benefit association and not doing business on the stipulated premium plan, as the pioneer certificate holders claimed; that as such it may amend its bylaws to increase assessments or affecting the organization and government of the society; but that it has no power to cancel the obligations of any contract or to reduce the benefits payable thereunder, even though the member has agreed to be bound by the laws of the society as they stood when he entered or as they might thereafter be amended.

Vested Rights Upheld

It is further held that as the matter now stands the pioneer certificate holders have a vested right in the contract of insurance and in accumulated funds; but that there is no reason why the society may not now amend its bylaws so as to require them to elect whether to surrender their certificate for the ordinary kind or to pay an amount sufficient to carry it, provided that no discrimination is made against them as to the assessments to cover other provisions of the certificate.

The Highlanders, says the court, should never have compelled, because not proper, members who had no endowment policies to contribute to benefits in which they did not share, and that when the society ceased issuing them it should have charged an additional sum sufficient to carry them.

The decision fixes this as the status of a society operating upon the mutual assessment plan: Where it levies a per-capita tax; requires monthly payments, determined by the entering age; authorizes changes in rates when necessary to meet needs and has no plan to create a legal reserve.

Strike Hits Pittsburgh Business

Pittsburgh is probably feeling the effects of the coal and rail strike more than any of the eastern cities. Many of the general agents have not been able to keep up their record for the year of 1921. They are anticipating a very marked improvement as soon as the strike is settled.

As They Come—

Theodore Roosevelt on his African hunting trip remarked about one of the small guns he carried—

"It's all right if you can get your game setting properly but it lacks the power to drop the big ones if they are on the run."

So Teddy relied most on a high powered weapon which would bring down the game under all circumstances.

The Life Insurance salesman in his hunt for business can cash in on his prospects under all circumstances if he is backed by Lincoln Life service.

The Lincoln National Life Insurance Company issues policies on practically all applications sent in and issues them with a dispatch which gives the agent an opportunity for record breaking delivery.

You can rely on the service which helps you under all circumstances when you.



The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building, Fort Wayne, Indiana

Now More Than \$210,000,000 in Force



Banks—Railroads— Governments—*why* *not the insurance world?*

WHAT put the Liberty Loans across? What made Hooverizing nationally popular?

Hundreds of earnest workers—yes; but everyone knows they could never have succeeded without a constant, powerful, universal public appeal—in short, without advertising.

From international banks to transcontinental railroads, dozens of other interests have found similar publicity invaluable.

The California Fruit Growers Exchange increased the consumption of Sunkist Oranges in the United States and Canada by 80%. The National Steam Laundry Association has revolutionized the public's whole conception of laundries and laundering. The Dairyman's League has achieved startling success in creating a new attitude toward so common an article as milk.

SIMILAR opportunities are ripe in the insurance world today. Once popularize the conception of insurance as the community's biggest asset, says the president of a famous life insurance company, and "it will revolutionize the whole business."

Thoughtful home-office executives are awake to the difficulties now faced by salesmen everywhere. Sooner or later the need for concerted action will be recognized.

J. WALTER THOMPSON COMPANY

Advertising

NEW YORK CHICAGO BOSTON CINCINNATI
CLEVELAND LONDON

MIRACLE POLICY OF INSURANCE

Great Contribution to Mankind Is Shown in the Monthly Income Contract

BY GAYLORD DAVIDSON

ROMANCE has ever played its part in life insurance history. In fact, in that the home is the basis of civic life, and life insurance being indispensable practically to the protection of a home, the romance of love and home life are brother and sister to life insurance.

Take the story or leave it as you will of the origin of the monthly income policy—"the miracle policy" of life insurance. If the story is not true, it ought to be. More than two decades ago, a curious situation involving close personal friendship and equal responsibilities brought two wealthy New York business men to the realization that "air tight wills," trust companies that "never fail" or go out of business, were not adequate to measure fully up to the responsibilities under which they were equally held.

Continuous Installment Plan

Both were widowers, both were fathers-in-law to sons who while "good fellows" were letter perfect in business failure. Both men, the personal friends of the late Richard A. McCurdy, president of the Mutual Life, almost in desperation appealed to their friend to aid them through a policy in his company to protect everlastingly the material comfort of their respective daughters and grand-daughters.

President McCurdy called in his master builder, Emory McClintock, of blessed memory, and the continuous installment policy was born. Now as the monthly income policy, merely a "hurrying up" of the installment payments is the last word in home protection. It is the builder's understudy.

Romance With Life Insurance

We have said that all men are salesmen and in that statement we amplify the expression by adding that all men who are purely 100 percent men are builders. The home, the typical "love nest" of our dreams is the basis, as I say, of all human endeavor and aspiration. Here you have romance entwined inseparably with life insurance. What loving couple does not plan 20 years ahead for the graduation from college of their first born, so that before his birth was born the child's endowment and the education fund policy. Father and mother are the builders. The mother in one sense the master builder, and the father, the architect and builder as well, the guardian.

Builder's Understudy

Every actor or actress worth while has an understudy. It is idle to say that any understudy at a moment's notice can "fill my place just as well." How often have you heard this supine admission and have called the hand. The monthly income policy is the builder's understudy. As I say, it is a miracle understudy, for at practically a moment's notice, after the funeral, the clearing away of the emblems of sorrow, the reading of the will, if there is one, and the facing of the inexorable situation, this understudy steps upon the stage of life.

He is a good actor, this understudy, and his lines are letter perfect, but he cannot always fill the bill. If his master

builder, now dead, carried an income earning of \$50,000 a year, this understudy may not be able to meet it, but he can bring to a stricken home facing an absolutely new condition of economic life a fixed purpose and an assurance that the gaunt invader may never enter.

Story of the Birds

Way up in the north woods not long ago and as the summer twilight kissed the leaves of the age old trees as they whispered to one another "good night," I watched a pair of robins nest building. The one who loved them and had watched them ere I came, said that a red squirrel, the highwayman of the



GAYLORD DAVIDSON
Star Producer of Shenandoah Life

forest, had destroyed the first nest and the babies in it. Now, the brave father and mother though bereaved were building anew. Alternately through the lengthening shadows, I watched these birds flit to and fro, carrying the twigs and leaves to the high branches nearby. More often, the male perched himself at some distance watching, ready to give the danger signal should an enemy approach, while the mother bird, her task almost complete, fashioned with her breast the miracle of a bird's nest, which no human ingenuity has ever been able to simulate.

There is no other policy that so nearly fills the needs of humanity's life now and in posterity than the monthly income policy.

Life Insurance in Texas

Figures compiled by the Texas department from the 1921 reports of the companies doing business in that state show that the 69 stock life companies operating in Texas had insurance in force Dec. 31 of \$1,026,415,769, of which \$431,784,960 was carried by the 15 Texas companies. Eighteen assessment life and accident companies had \$69,905,731 insurance in force and 66 fraternal had \$345,431,750.

WANTED District Managers for Good Locations in Ohio

Write the Home Office for further particulars. Here's an opportunity for a good man to get in on the ground floor with a progressive young Ohio company

THE GEM CITY LIFE INSURANCE CO.
DAYTON, OHIO

Time is Man's Most Valuable Asset

VICE-PRESIDENT R. W. STEVENS of the Illinois Life emphasizes the point that the most valuable asset of any man engaged in any business is his time. He says that this is particularly true in the case of the life insurance salesman. As every one knows hundreds of thousands of dollars worth of time is frittered away by life insurance salesmen. Mr. Stevens says from his viewpoint as an agency manager it is the most discouraging feature of the life insurance business. Speaking further Mr. Stevens says:

"Men who are successful in any line of human endeavor guard and conserve their time more jealously than any other asset, and it is not until a man has begun to realize and appreciate of how great value to him each working hour of the day is that he can be said to have arrived at what looks like the beginning of a successful career.

Two Hours a Day Work

"I believe that, taking together all the men in this country who are holding themselves out as life insurance agents, the average of the time devoted by those agents to the face to face solicitation of business does not exceed two hours out of each working day, yet those men who are not making any sustained or systematic effort to succeed as life insurance salesmen will tell you that life insurance soliciting is a hard business, and are able to almost convince themselves that their failure to secure applications is due to conditions beyond their control.

"Now there is no doubt but that many new men in life insurance fail, not because they are unwilling to work but because they do not know how to work. Given a rate-book and some application blanks, together with some instruction as regards the policies to sell the new agent is turned loose and told that every man is a prospect, and just because every man is a prospect and the sea upon which he is cast is so limitless, he drifts hither and thither like a chip, steering no definite course and having no idea as to his destination.

"The problem of securing and the proper development of new agents is the greatest one that confronts every life insurance company and every life insurance man to whom is intrusted the handling of any part of a company's territory, and the successful solution of this problem is of as vital importance to every man who engages in life insurance work as it is to the companies and managers themselves."

Pioneer Life's Plan

The Pioneer Life of Minneapolis is about to issue 1,000 "special dependable income policies" and expects to place a few in each town and village of the state, limiting the number in each district in such a way as to be of most benefit to the company's interests. The plan is eventually to return the profits on these 1,000 policies to the policyholders and use these assureds more or less as a company reference list.

The Pioneer Life is also issuing a new "collateral life form" which it is believed will especially interest the bankers of the state.

The new organization of the Pioneer includes J. A. Hartigan, former insurance commissioner, as chairman of the board of directors; M. J. McMichael as president (also president McMichael Investment Company); Dr. T. T. Warham, medical director; State Senator P. W. Guildford, attorney; R. H. Stringer, vice-president in charge of production, and J. V. Quinton, secretary.

The Great Northern Life of Wausau, Wis., has been licensed in Texas.

"An Open Door to Success"

Selling Life Insurance is a real occupation, a profession. There are active principles and concrete facts to be learned about it before you can hope to be successful. It requires study, thought and earnest effort. It is no field for drones. To get this knowledge without systematic and specialized instructions would take a long time. For this reason the Pan-American Life Insurance Company conducts a course in Salesmanship for its prospective agents. This is under the direct supervision of one of its officers. He is assisted by a corps of men who are thoroughly qualified by their intensive training in modern insurance salesmanship.

They were selected not only on account of their records as salesmen, but because of their ability to impart their knowledge and ideas. This course of instruction is free. We welcome candidates for success through this opportunity. Some will surely attain it. Will you be one of them?

Address: E. G. Simmons, Vice-President and General Manager

Pan-American Life Insurance Company

New Orleans, U. S. A.

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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PUBLICATION OFFICE, Insurance Exchange, CHICAGO
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Business for Those Who Want It

Any agent who has grasped the fundamental principles of life insurance can make sales if he wants to badly enough. That is, the man who is not producing business usually lacks the incentive. He either does not care whether he writes any business or not, or is without the real life insurance vision. He may, in addition, not believe in the thing that he is offering for sale, and if this is the case his production cannot be large. It is always the case that the agent who is hard pressed, who is up against it, who needs money and needs it badly can go out on the street and land one or two applications. The agent who is drifting along, who is "getting by," so to speak, never rises above a certain level. He allows himself to be content with what he is doing, and does not extend himself in his selling work, because apparently he does not have to.

Quite frequently agents get the surprise of their lives when for some reason or other, they open up the throttle and get seriously down to work. When the business commences to roll in, they begin to realize that they have been doing practically nothing. When they start putting on steam and working intensely, their old production record, made in the days before they settled down to work in earnest, looks very small indeed. Usually, an agent is stirred into action by actual need. He has to have some money for himself or his family and his immediate needs get him out on the street and hustling. When there is some definite goal to work for, when an agent simply has to have the money or go without the necessities, he is usually able to get it.

The business is always there, if sufficient effort is made on the agent's part.

What Equipment Is Worth

In commenting upon the value of having a complete life insurance equipment, a general agent said recently that the well-equipped agent is as a keen-bladed axe to a dull one. He said that the sharp axe cuts true and deep. It gets to the mark. In one or two strokes, its purpose is accomplished. There is no unnecessary waste of effort. On the other hand, it takes time for the dull-bladed axe to finish its task. Many blows have to be struck, but even if they are well directed, the same progress cannot be made as if the axe were sharp.

Transferring this to life insurance work, the man who knows his subject, who is familiar with every phase of the business, does not falter or stumble in the presence of a prospect. He gets

down to cases immediately. He discusses life insurance in a manner that shows quite plainly that he is familiar with what he is offering. He does not have to give evasive answers. He comes to the point directly.

The agent who is attempting to "get by" on enthusiasm or a pretended knowledge of the business, finds many stumbling blocks. When he encounters a prospect who demands answers to direct questions, he tries to cover up or turn the subject into another channel. He loses ground. The prospect begins to doubt him. His tone does not carry conviction. His whole canvass lacks the assurance that accompanies selling talk given by the man who knows his subject from one end to the other.

Increasing Personal Circulation

AN inspiring folder has been issued by the AETNA LIFE and affiliated companies entitled "How Much First Class Circulation Have You Got?"

In distributing this circular to the field Vice-President C. H. REMINGTON says, "It reminds me of the expert sales executive who was crudely interrupted one morning by a coarse appearing peddler who shouted in the door, 'Yuh don' want t'buy a book, do yuh?' 'No,' replied the prospect automatically and the agent quickly departed.

"Then it flashed on the S. E. that perhaps he could steer this poor fellow to a better income by showing him the

error of a negative appeal. He was going to instruct him to at least mention his book; to smile; to suggest; to use sales psychology (!)—but when he put it up to the bookman he was too busy to be interrupted.

"I ain't got no time, Boss. I gotta make 200 calls a day. Outa 200 calls I sells three books from which I make \$5 each. So I pick office buildings where they's lotsa doors and some days—"

"He knew the value of circulation."

"REAL estate often proves to be false estate when there is no life insurance to protect it."

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Insurance men are taking a decided interest in the Republican primaries and the candidates for attorney-general in Wisconsin. **Herman L. Ekern** of Madison and Chicago, general counsel for the National Association of Mutual Fire Insurance Companies, the Association of Federated Mutuals and the National Association of Automotive Mutuals, is a candidate for attorney-general, being backed by United States Senator LaFollette. Mr. Ekern was formerly commissioner of insurance of his state and speaker of the house. Like Senator LaFollette, he is regarded as a progressive of rather advanced views.

Many insurance men are backing **John F. Baker** of Madison, who was formerly attorney for the Wisconsin state fire marshal's department, later was assistant attorney general, served in the legislature and the city council at Madison. He is a graduate of the University of Wisconsin. Mr. Baker came in contact with insurance men while he was a legal advisor for the state fire marshal's department and impressed all with his ability, honesty and breadth of view.

Dr. A. R. Beal, medical examiner at San Antonio, Tex., of the Great Republic Life, visited the home office of that company last week. Dr. Beal is on an extended vacation trip and after spending about ten days in Southern California will continue his journey north, stopping at San Francisco and other cities on the Pacific Coast, including Vancouver, B. C., from which point he will return home via the Canadian Railway, stopping at the various scenic resorts en route through the Canadian Rockies. His plans contemplate an absence of about a month.

Elder A. Porter, who has been actuary for the state insurance department of Indiana, has been appointed actuary of The Indianapolis Life. He was born at Greensburg, Ind. He received his bachelor's degree in 1916 at the University of Michigan where he completed the course in insurance and actuarial science. During the war he was connected with the war risk insurance department. On his discharge from military service he became actuary for the Indianapolis Life and after two years with the company accepted the position of actuary for the state insurance department of Indiana. He is regarded as one of the well rounded actuaries among the younger men in the business.

Miss Gertrude Sanborn, daughter of **P. R. Sanborn**, vice-president of the Northwestern Mutual Life, prominent Milwaukee writer, who has spent several months in the negro settlements of Chicago gathering material for her new book, announced that the frontispiece of her new work would be the figure of "Effort" by Boris Lovett-Lorski. Miss Sanborn, who wrote her book in the northern Wisconsin woods, has taken as her theme racial prejudice and the struggles of the black race to overcome it.

Very much credit for the progress of the Shenandoah Life during the early months of the year and in fact since assuming the agency managership should be given to **W. F. Macallister**, who succeeded O. J. Lacy, as head of the field forces of this growing Virginia company.

Mr. Macallister at 36 is one of the youngest of the "go getters" in life insurance agency organization methods. Twelve years experience with L. A. Cerf of the Mutual Benefit furnished the ground work for subsequent years of agency building as an associate general agent under Sohmer & Harris of New York with the John Hancock. Later he held the field managership of East Tennessee for the Travelers, increasing a



W. F. MACALLISTER

\$14,000 production record of six months to a closing year of \$514,000, increasing it a subsequent year to over \$1,000,000 and in 1921 brought the field production up to \$1,642,000.

As a field organizer and a builder of agencies, Mr. Macallister takes high rank in the profession and gives promise of a brilliant future.

The agency convention of the **South-eastern States Life** just concluded at Atlantic City was marked by a very unusual incident. On the arrival of the party at the sea-side a number, including Agency Director McLeod, went into the surf to enjoy a dip. While in the water Mr. McLeod was evidently injured by the force of the waves, because immediately after he was seized with an attack of sickness, which cost him a considerable amount of blood. The first meeting of the agents at the convention was at his bedside, when a number of the agents gave enough of blood to save his life when a transfusion was found necessary. Mr. McLeod is progressing favorably, and is being removed home to Atlanta.

Clifford Folz, son of secretary Charles W. Folz of the Public Savings of Indianapolis, has attained the honor of the Phi Beta Kappa fraternity at Michigan University. He is continuing his studies through the summer and will be awarded his degree early in the fall when he will resume his actuarial work. For several years past he has been employed by Frank J. Haight, consulting actuary, during his vacation periods and gives fine promise in his chosen profession.

Percy M. Caroe, who resigned from the general agency of the Columbian National Life in San Francisco in order to devote time to travel, has written friends from Paris that he has seen all that he desires and will return home in the very near future. He has been away about four months.

E. H. Carmack, general agent of the State Mutual Life at Chicago, has been seriously ill for several weeks at Worcester, Mass. He returned to Chicago last week but has not yet been able to resume work.

A. C. Savage, commissioner of insurance of Iowa, who recently underwent an operation for gall-stones at the Mercy Hospital, Des Moines, is reported as much improved. The doctors advise that he will be able to be removed to his residence within a short time.

NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest," published annually in May at \$3.50 and the "Little Gem" published annually in April at \$2.00.

MIDLAND LIFE HAS CHANGES

Revises the Double Indemnity Rate and Liberalizes Its Total and Permanent Disability Clause

The Midland Life of Kansas City states that on and after Aug. 1, the double indemnity rate on all first class male risks between ages 18 and 54 whose occupation carries no extra hazard will be \$1.50 per 1,000 instead of \$2. The total and permanent disability agreement which will be issued on and after that date will provide in the event of total disability, waiver of premium and a monthly annuity for life to the assured amounting to \$10 per month, except upon increasing benefits and monthly income policies. On these contracts, the disability benefit will be granted in an amount equal only to the monthly payment provided for in the principal contract. The Midland says that its experience since it began issuing total disability and double indemnity benefits has convinced it of two things, first that the rate charged for double indemnity can and should be reduced and secondly that the rate it has been charging for total disability has not been adequate nor has the coverage granted the assured been as complete as the coverage granted by many other companies.

LIMITED OWNER CONTRACT

New Policy Is Announced by the Equitable Life of New York—Main Provisions

The Equitable Life of New York has gotten out a new policy form known as the "limited owner policy." Under this policy the right of the assured to change the beneficiary is not incorporated. It would be necessary to obtain the consent of both the insured and the beneficiary to make a loan, assign the policy, or draw the surrender value. The Equitable states that the particular needs which this new form was devised to meet are as follows:

1. Where the applicant desires to have a policy which in the event of his bankruptcy would not be subject to the legal decisions relative to insurance policies in which the right to change the beneficiary or to surrender has been reserved to the insured. Under this new policy form, the consent of the beneficiary is required for the surrender of the contract.

2. Where the insured desires the proceeds of the policy to be made payable to, say, a charitable or religious institution. The treasury department has ruled that a man may deduct in his income tax return as a contribution to charitable, religious, etc., institutions, any premium paid on insurance in favor of such institutions, provided he has not reserved the right to change the beneficiary, and provided the sum of the total annual premiums and other allowable charitable contributions do not exceed 15 per cent of the taxpayer's net income. This new policy contract provides a form that can readily be used in such cases.

Mutual Life

The information on double indemnity on the Mutual Life of New York on page 681 of the Unique Manual-Digest should read as follows:

"For varying extra premium policy will provide, during life of policy, for payment of double face of policy in event of accidental death within 60 days from time of injury. Agreement does not cover death from war service, suicide, riot, war or insurrection, violation of law, aeronautic or submarine operations, police duty, bodily or mental infirmity. Limit \$25,000."



Great Days for Insurance Men

These are great days for the Peoples Life agent.

No longer is he forced to listen to the wailing of "hard time" propagandists.

Business is coming back with such rapidity that unemployment and other factors are quickly becoming forgotten.

Today our agents have better opportunities than ever before. Our aim to equip our agents with helpful home office cooperation is finding its realization in concentrated agents who are really producing.

The assistance we render our agents today, represents a high accomplishment in this company's efforts to give greater service to agents.

Insuring ages 1 to 60 inclusive.

PEOPLES LIFE INSURANCE COMPANY

Frankfort, Indiana

Massachusetts Mutual Life Net Cost

(Shown for Five, Ten and Fifteen Years)

The net costs of the Massachusetts Mutual Life on page 211 of the Little Gem Life Chart and page 603 of the Unique Manual-Digest are shown as of

the first five months of the year. Below is given table of costs based upon dividends payable on policies issued the last seven months of the year. The changes are made in the actual history,

fifteenth year, principally with cash values deducted, the cash values having been increased in 1912 and again in 1919, and applies on these issues. The full table is as follows:

ORDINARY LIFE

Present Scale

	Age 21		Age 25		Age 30		Age 35		Age 40		Age 45		Age 55	
	Divid.	Net	Divid.	Net	Divid.	Net	Divid.	Net	Divid.	Net	Divid.	Net	Divid.	Net
5 Years	19.06	72.94	20.22	80.48	22.09	92.16	24.46	107.29	27.56	127.14	31.63	153.82	44.26	240.39
Cash Val. Deducted.	33.74	34.72	36.43	39.13	43.60	46.51	51.62	59.13	68.98	73.02	85.26	94.78	104.26	114.78
10 Years	41.99	142.01	44.95	156.45	49.64	178.86	55.56	207.94	63.22	246.18	73.02	297.88	102.00	467.30
Cash Val. Deducted.	57.10	57.51	58.76	61.93	68.98	73.02	85.26	94.78	104.26	114.78	125.29	136.81	148.33	160.85
15 Years	69.39	206.61	74.88	227.22	83.48	259.27	94.21	301.04	107.81	356.29	124.82	431.53	172.92	681.03
Cash Val. Deducted.	68.61	66.86	66.86	65.66	67.76	77.89	88.02	98.15	108.28	118.41	128.54	138.67	148.80	158.93

Actual History

TABLE 1											
	5 Years	10 Years	15 Years	20 Years	25 Years	30 Years	35 Years	40 Years	45 Years	50 Years	55 Years
5 Years	19.06	72.94	20.22	80.48	22.09	92.16	24.46	107.29	27.56	127.14	31.63
Cash Val. Deducted.	33.74	34.72	36.43	39.13	43.60	46.51	51.62	59.13	67.78	78.43	91.18
10 Years	40.49	143.51	43.35	158.05	47.88	180.62	53.70	209.80	61.38	248.02	71.57
Cash Val. Deducted.	58.60	59.11	60.52	63.79	68.79	74.51	81.04	88.48	96.92	106.46	117.19
15 Years	77.79	212.31	83.57	233.53	93.00	266.40	105.51	308.94	123.16	364.04	148.26
Cash Val. Deducted.	87.70	86.99	86.93	86.93	89.79	99.42	122.85	122.85	122.85	122.85	122.85

LIFE 20

Present Scale

5 Years	24.13	116.92	25.38	124.97	27.25	136.90	29.52	151.33	32.41	169.29	36.08	192.37	47.22	266.08
Cash Val. Deducted.		28.63		29.48		31.16		33.81		38.37		46.51		90.47
10 Years	57.00	286.10	60.19	295.48	64.94	263.36	70.61	299.09	77.67	325.73	86.32	370.58	111.07	515.33
Cash Val. Deducted.		31.72		31.56		32.42		35.31		42.50		59.06		153.16
15 Years	100.26	322.89	106.23	344.82	114.99	377.46	125.31	417.24	137.86	467.24	152.67	532.68	192.73	747.17
Cash Val. Deducted.		4.31		.96		*1.73		*1.09		7.73		32.53		180.07

Actual History

Annual Income														
5 Years	24.13	116.92	25.38	124.97	27.25	136.90	29.52	151.33	32.41	169.29	36.08	192.37	47.22	266.08
Cash Val. Deducted.	28.63		29.48		31.16		33.81		38.37		46.51		90.47
10 Years	54.29	227.81	57.33	243.37	61.96	266.34	67.56	294.14	74.63	328.77	83.70	373.30	113.09	513.51
Cash Val. Deducted.	34.43		34.42		35.40		38.36		45.54		61.68		151.14
15 Years	90.88	330.47	96.76	353.99	106.01	388.69	118.34	430.96	134.84	482.86	158.07	548.28	237.27	749.88
Cash Val. Deducted.	49.18		47.20		45.62		46.94		54.99		76.32		202.70

Endowment 20

Present Scale

5 Years	34.07	204.03	34.57	205.58	35.42	208.13	36.55	212.20	38.10	218.85	40.44	230.31	49.15	282.45
Cash Val. Deducted.		18.59		20.19		22.73		26.49		32.18		41.58		87.65
10 Years	86.57	389.63	87.57	392.73	89.25	397.85	91.51	405.99	94.64	419.26	99.39	442.11	116.91	546.29
Cash Val. Deducted.		*18.40		*15.06		*9.66		*1.46		11.28		33.49		137.96
15 Years	161.19	553.11	162.69	557.76	165.15	565.50	168.50	577.75	173.10	597.75	180.03	632.22	205.45	789.35
Cash Val. Deducted.		*122.85		*117.78		*109.35		*96.25		*74.86		*37.66		133.06

Actual History

5 Years	34.07	204.03	34.57	205.58	35.42	208.13	36.55	212.20	38.10	218.85	40.44	230.31	49.15	282.45
Cash Val. Deducted.		18.59		20.19		22.73		26.49		32.18		41.58		87.65
10 Years	81.59	394.61	82.66	397.64	84.32	402.78	86.80	410.70	90.23	423.67	95.73	445.77	118.26	544.94
Cash Val. Deducted.		*13.42		*10.15		*4.73		3.25		15.69		37.15		136.61
15 Years	123.10	620.00	126.34	623.36	132.03	629.07	140.04	638.16	151.71	653.64	169.52	680.98	239.06	811.24
Cash Val. Deducted.		*46.00		*42.23		*35.84		*25.94		*9.14		20.81		164.16

*Figures indicate cash value in excess of cost.

LIFE AGENCY CHANGES

Pan-American Appointments

The Pan-American Life announces that Gallion & Dewar have been appointed general agents for western North Carolina with headquarters at Asheville. Mr. Gallion is a life insurance man of years of experience. Senator Dewar's experience in life insurance has been for a shorter period but he has a large acquaintance in the state. Robert F. Butts has been appointed general agent of the Pan-American with headquarters at Springfield, Ill. He has two sons, who have graduated from college, who will assist him in building up the agency.

Elmer VanArsdall of Olney, Ill., has been appointed general agent for the Pan-American. For the last 11 years he has been superintendent of schools of Richland county, Ill., and has also been government accountant and banking examiner.

Andrew F. Hoy

The Central Life of Iowa has established a general agency in Topeka with Andrew F. Hoy, recently of St. Louis, in charge. Mr. Hoy is leaving the Columbian National Life agency at St. Louis to go with the Central Life. Mr. Hoy went to Topeka many years ago from St. Marys, Kan., and was with the Aetna Life there for some years before going to the Columbian at St. Louis.

R. S. Hart

R. S. Hart has been appointed general agent for the Connecticut General at Utica, N. Y. Mr. Hart is an experienced life insurance producer, having had ten years' experience, the last year and a half being as associate general agent for the Connecticut Mutual in Utica. He is a Harvard man and a native of Utica and is prominent in the

Sharing Prosperity

Agents of the Columbia Life recently were gratified by the action of the company in announcing a new dividend paying program which insures returns for the future much larger than agents have been able to promise in the past. These increased dividends, of course, apply to old the same as to new policies, so that—old policyholders will receive a lower cost than they expected.

That's the idea back of the Columbia—better service than was promised, wherever possible;

the limit of cooperation to the agency force; friendly human treatment by the home office.

The Columbia is doing its share to make life insurance a great human helpful institution. It is prospering as its annual statements will show; and it is sharing this prosperity with its agents and policyholders.

Want to grow up with and be a part of such a company? Opportunities in Ohio, Indiana and Kentucky.

Sumner M. Cross, President

CINCINNATI, OHIO

activities of the city. Mr. Hart was one of the organizers and first president of the Utica Rotary Club. Donald J. VanDyke is agency supervisor and Gordon F. Back is assistant agency supervisor in the Utica agency. Mr. Hart has established a four-page monthly pamphlet devoted to the development of the agency, issued under the name "Con-Gen-lal Topics."

Waldo H. Dennis

Waldo H. Dennis has been appointed general agent for the Connecticut General at Erie, Pa., succeeding L. R. Stansbury, who recently resigned. Mr. Dennis was for many years costs and production man for the Wagner Electric Manufacturing Company and later was with the Richardson Paper Company, the Fox Paper Company and the Burke Electric Company. He has had life insurance selling experience, having been lately with the Equitable.

R. C. Pauley

R. C. Pauley has been appointed district manager of the Montana Life for northern Idaho, with headquarters at Lewiston. Mr. Pauley, who has been with the company for some time, has jumped in the front ranks in personal production at the beginning of his life insurance career.

M. J. Williams

The Pan-American Life has opened its new office in Kansas City in charge of Marshall J. Williams as general agent. This is the first time the company has attempted securing new business in western Missouri.

Jess Dunn

Jess Dunn has been appointed general agent for the Montana Life at Redding, Cal. Mr. Dunn was formerly general agent for the Idaho State Life at Buhl, Ida., and has demonstrated his ability as a life insurance producer. He resigned from the Idaho State Life some time ago, after five years' service with that company, in order to devote more of his time to investments and other interests. He has, however, returned to his first calling.

Frank W. Truitt

Frank W. Truitt has been appointed general agent for the Columbia Life of Cincinnati at Columbus, O. Mr. Truitt has been a bond salesman in Columbus for a number of years and has built up

a large acquaintance which should prove profitable to him in his new work.

Wilford C. Brimley

Wilford C. Brimley has been appointed general agent of the National Life, U. S. A., for Utah with headquarters at Salt Lake City. He has had several years' experience as a personal producer and agency organizer.

John W. Patton, Jr.

John H. Patton, Jr., of Jackson, Miss., who recently graduated from the United States Naval Academy at Annapolis, has associated himself with the general agency of Patton Bros., composed of his father John W. Patton, Sr., and D. G. Patton, representing the Pacific Mutual. The first week he was under contract he produced \$15,000 in applications. Mr. Patton has had no previous experience in the life insurance business, except as cashier for the South Mississippi agency of the Union Central, prior to entering the Naval Academy.

Life Agency Notes

L. T. Barksdale has been appointed general agent of the American National of Galveston at Birmingham, Ala.

William A. Lama has been appointed general agent for the Security Mutual Life of Birmingham at Columbus, O.

F. F. Flood has been appointed general agent of the Reliance Life at Youngstown, O. He is an experienced insurance man.

The American National of Texas has opened a new general agency at Columbia, Ky., under the supervision of W. A. Coffey and L. H. Jones.

To Examine Illinois Companies

An examination of every Illinois insurance organization doing business in the state will shortly be made by the Illinois insurance department. It is planned to examine every stock and mutual company and even fraternal societies. In order to carry out the plan a number of extra examiners have been employed by the department.

Commissioner Houston states that he believes no company or association should be permitted to do business without being examined at least biennially. Mr. Houston says that in going over the reports of examiners recently submitted he has discovered that there are several fraternal societies, and other minor insurance concerns operating in the state which have not been examined for ten years. He has found further that one company now transacting business in the state has not been examined for 15 years.

WANTED

Young man with Life Insurance experience to assist in agency organization, with salary and expenses. Write

CHAS. S. MONTGOMERY
311 Haas Building
LOS ANGELES, CALIFORNIA

Organized 1871

Life Insurance Company of Virginia

Richmond, Virginia

Oldest, Largest, Strongest Southern Life Insurance Company

Issues the most liberal forms of Ordinary Policies from \$1,000.00 to \$50,000.00 and Industrial Policies from \$12.50 to \$1,000.00

Condition on December 31, 1921:

Assets.....	\$28,308,449.13
Liabilities.....	25,109,146.04
Capital and Surplus.....	3,199,303.09
Insurance in Force.....	214,188,461.00
Payments to Policyholders.....	1,897,435.45
Total Payments to Policyholders since Organization.....	\$27,720,705.42

JOHN G. WALKER, President

WHEN BETTER POLICIES ARE WRITTEN
THE NATIONAL RESERVE LIFE WILL WRITE THEM

NATIONAL RESERVE LIFE INSURANCE CO.

GEO. GODFREY MOORE, President



HOME OFFICE

TOPEKA, KANSAS

We Want
District Managers
and
Salesmen
for

ARKANSAS
IOWA
KANSAS
MISSOURI
NEBRASKA
OKLAHOMA
TEXAS
UTAH

Don't delay, send
in your application
right away.

The National Reserve Life

Wrote more business in its own home state last year than 51 other companies, beating its nearest competitor, one of the big Eastern Companies by over \$3,000,000.

We Want Real Producers

Men who wish to succeed in building for themselves a future with the fastest growing Life Insurance Company in the Middle West.

Agents Wanted!

For Attractive Contracts

Write to



J. C. Stribling
President

J. M. Yoes,
Secretary

Our Agents Have A Wider Field— An Increased Opportunity

Because we have Age Limits from 2 to 60. Policies for substantial amounts (up to \$3,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan. Participating and Non-Participating Policies.

Same Rates for Males and Females

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

**"THE OLD COLONY LIFE INSURANCE
COMPANY of CHICAGO, ILL."**

Great Southern Life Insurance Company DALLAS—HOUSTON

Assets Over \$10,000,000.00
Insurance in Force Over \$100,000,000.00

Offers Liberal Contracts to Reliable Agents in Texas, Oklahoma, Missouri, Kansas, Arkansas, Louisiana, New Mexico and Mississippi.

**Policies up to date
Write**

F. W. GRIFFIN
Supt. Agencies
Houston, Texas

or

E. P. GREENWOOD
President
Dallas, Texas

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

INCORPORATED IN 1851

SPRINGFIELD, MASSACHUSETTS

A company which throughout the seventy years of its history has ever enjoyed—because of its square dealing toward all and its long record of low net cost—the good will of its policyholders, the confidence and esteem of the insuring public, and the loyalty of its representatives.

JOSEPH C. BEHAN, Superintendent of Agencies

More Than 1¼ Million Policies Now In Force

Only four other life insurance companies in America have more policy contracts in force than this company. A study of the following growth in ten years is invited:

	Jan. 1, 1911	Jan. 1, 1916	Jan. 1, 1922
Assets	\$ 5,614,764	\$10,279,663	\$ 28,295,931
Policies in Force	371,106	613,615	1,294,394
Insurance in Force	49,245,028	89,596,833	265,197,626

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois, Missouri.

The Western and Southern Life Insurance Co.
W. J. WILLIAMS, President CINCINNATI, OHIO
Organized February 23, 1888

WITH INDUSTRIAL MEN

NOW HAS FULL LIFE LINE

**National of Tennessee Seen as Con-
tender in Industrial Field With
Complete Policy Offerings**

The National Life & Accident of Tennessee, with the addition of two new industrial life policies, has completed its line of life policies and now is offering a full line of ordinary and industrial policies, applicable to both standard and industrial substandard risks. The full line now places the company on the same basis as the Metropolitan in the industrial field. The growth of the life department of the National Life & Accident is being watched with interest, as the new policies open the way for the development of the company along new lines on an unprecedented scale. It is believed that the Tennessee company will soon be one of the leaders in the field of industrial life business as well as industrial disability business. With the tremendous clientele of disability business now carried by the company, the life business should be placed on the books in short order. Campaigns have already been put under way for the development of the new lines and the agents have been demonstrating the ease with which it can be sold as well as the additional profit coming from this combined work. Now that the line of life policies has been completed every class of business will be sought and featured by all weekly disability agents.

The two new policies just issued are 25-year endowment for standard risks and the 20-year endowment for substandard risks, both under industrial forms. Just a few weeks prior to this, announcement was made of the issue of infantile and adult limited payment life convertible into endowment. Thus the weekly premium policies of the company now include the combination health, accident and endowment, the adult 25-year endowment standard, young people's 25-year endowment standard, adult endowment at death or age 70 standard, young people's endowment at death or age 70 standard, infantile whole life substandard, adult whole life substandard, adult 20-year endowment substandard, young people's 20-year endowment substandard, and the adult and infantile convertible life policies.

PUBLIC SAVINGS CONVENTION

**Eighty-five Field Representatives At-
tend Annual Gathering at Home
Office in Indianapolis**

The annual agency convention of the Public Savings was held in Indianapolis last week. In point of enthusiasm and numbers this was the most successful meeting of the kind which the company has held. Eighty-five representatives accepted the home office invitation, only one who had been invited being unavoidably absent. Every district but one was represented.

At the dinner Thursday President Carl G. Winter presided and among the speakers were Bernard Korbly, director and counsel; E. G. Sourbier, vice-president; B. F. Miller, director; Charles W. Folz, secretary; W. Scott Deming, second vice-president, and Homer A. Benson, editor of the company's publications. The theme of these talks was the achievements of the company in 13 years, the attainment of \$50,000,000 of insurance in force, all in Indiana, and the belief backed up by determination that another \$50,000,000 will be added in less than five years.

Friday morning the field men went to Broad Ripple Park for an outing while the managers were kept at the home office for an "inning" of instruction and advice.

Saturday morning there was a business session over which Mr. Deming presided. An interchange of field experiences gave a lot of practical ideas. In the discussion a number of the company's leaders took part, including F. E. Wertz of Shelbyville, present field leader and for ten years never lower in rank than third place; W. G. Bell, South Bend; G. W. Gonterman, Princeton; J. E. Barow, Vincennes; C. C. Amick, Richmond; D. F. Vance, Muncie; E. T. Hackett, Tipton; R. H. Gorton, Indianapolis No. 1; G. C. Farrington,

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JOHN E. HIGDON Actuaries & Examiners
JOHN C. HIGDON 600 Gates Building
Kansas City, Mo

HOME LIFE INSURANCE CO. NEW YORK

WM. A. MARSHALL, President
The 62nd Annual Report shows:
Premiums received during the year 1921.....\$6,990,547
Payments to Policyholders and their beneficiaries in Death Claims, Endowments, Dividends, Etc.4,740,340
Amount added to the Insurance Reserve Funds.....2,121,307
Net Interest Income from Investment (\$64,638 in excess of the amount required to maintain the reserve) 1,964,050
Actual mortality experience 53.44% of the amount expected.
Insurance in Force.....\$223,116,887
Admitted Assets43,222,328

**FOR AGENCY APPLY TO
W. A. BRUEHL & SONS**
General Managers
Central and Southern Ohio and Northern Kentucky
Rooms 601-606 The Fourth Nat. Bank Bldg.
CINCINNATI, OHIO
HOYT W. GALE
General Manager for Northern Ohio
229-233 Leader-News Building
CLEVELAND, OHIO

MR. AGENT!

Do you care for QUALITY, not SIZE? Age, Sound Experience, Low Cost, a Splendid Record for 70 years?

Then why not take a General Agency in its HOME STATE for

THE ST. LOUIS MUTUAL LIFE

OUR AGENTS AND POLICY HOLDERS
STICK! WRITE THE HOME OFFICE

The Columbian National Life Insurance Company

Boston, Massachusetts
ARTHUR E. CHILDS, President

Issues the best
forms of policies
of Life, Accident
and Health Insur-
ance.

Our Complete Protection
Combination is the ideal form of
insurance coverage

Eureka Life Insurance Co.

OF BALTIMORE, MD.

Incorporated under the laws of
Maryland, 1882

We Issue

Standard Ordinary and
Industrial Policies

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President

J. BARRY MAHOOL
Vice-President

J. N. WARFIELD, Jr.
Secretary-Treasurer

DR. J. H. IGLEHART
Medical Director

A Penn Mutual Premium, less a Penn Mutual Dividend, purchasing a Penn Mutual Policy, containing Penn Mutual values, makes an Insurance Proposition which in the sum of all its Benefits, is unsurpassed for net low cost and care of interest of all members.

**The Penn Mutual
Life Insurance Company
of Philadelphia**

On January 1, 1922, Rates Were Reduced
and Values Increased to Full 3% Reserve.

ton, Nappanee. Mr. Folz spoke for the officers and after a luncheon President Winter made a closing talk which was enthusiastically received.

News of the Prudential

M. H. Wessell, superintendent of the Prudential at York, Pa., leads Division "K" in highest percentage of collections, lowest percent of errors and lowest average industrial net lapse for the year.

The Cincinnati No. 1 district, Superintendent E. H. Amelung, being in need of a special assistant, the company offered the position to George W. Bush of Covington. Mr. Bush has assumed his new duties. To fill the vacancy in the Covington assistant ranks caused by the transfer of Assistant Bush, Agent William C. Doerman was promoted and placed in charge of the assistant staff.

Various districts of Division "Q" recently held an intercity contest extending over a period of ten weeks based on the proportionate actual increase secured by their staff. The final results follow: Los Angeles No. 1 and No. 3 defeated Pasadena, Los Angeles No. 2 and San Diego. Portland overcame Seattle. Tacoma defeated Spokane. Oakland and Sacramento won from San Francisco No. 1 and No. 2. Pueblo defeated Denver and Salt Lake City. In this same period, Agent Ernest Lindquist of Los Angeles No. 2, who has the honor of leading the agents of the entire country in industrial, has a net increase of about fifty percent over his closest rival.

Public Savings to Expand

In response to a special invitation Charles W. Folz, secretary and treasurer of the Public Savings of Indianapolis, and Scott Deming, superintendent of agencies, spent about two weeks at the home office of the Prudential, where they were given opportunity to acquaint themselves with the home office system of handling the great volume of business that pours through daily. Upon their return to Indianapolis these two officers held a meeting of the home office heads and gave them the benefit of what they had seen and heard in the Prudential office. The Public Savings has reached its first \$50,000,000 of insurance in force and expects to reach the \$100,000,000 in the next five years.

The company now has a field producing force of 400 branch officers and agents and this is growing rapidly. So far the Public Savings has confined its efforts to Indiana, which it has intensively developed and which it is able to handle very economically from the central office in Indianapolis. With Indiana so well organized the company feels that it will be able to develop adjoining territory rapidly and the idea of the officers is preferably to enter adjoining states first.

Mining Towns Hard Hit

Industrial life insurance companies are feeling the pinch of strike conditions in mining towns. Business for the industrial companies in many southern Indiana towns, for example, has stagnated and debts have dropped off greatly. The companies are encouraging their representatives to write as much ordinary as they can to fill in but they have no concern as to their being able to fill up their debts quickly as soon as mining operations are resumed and conditions get back to normal. The industrial cities in the northern part of Indiana have been making up in fine increases what the southern sections have been lacking and the business as a whole shows increases for the first six months.

Western & Southern News

The Western & Southern announces the following changes:

Assistant E. M. Kitzmiller has been promoted to superintendent of the Columbus, O., North District.

Assistant J. N. Mullins has been transferred to Princeton from Washington where he is succeeded by W. H. Resler.

The following appointments to assistant superintendents are announced: A. Shafer, Cleveland East; F. Stephens, Wheeling; H. Purcell, Cincinnati East; Charles Krabill, Findlay, O.; J. D. Dziekan, Detroit South; A. J. Lino, Kalamazoo, Mich.; Charles Newman, Saginaw, Mich.

The Great Northern Life of Wausau, Wis., which was recently taken over by the Central Business Men's Association of Chicago, has been licensed in Texas. The Mid-Continent Life of Oklahoma City has also received a Texas license. Officials of both companies state that they intend to build up a big agency organization in the state.

ISN'T IT STRANGE?

That with so many reputable companies and so much tangible evidence on all sides of what life insurance continually does, day in and day out, more people do not voluntarily walk up to the captain's office and say, "I'll take it!" This Company is more than 77 years old and yet in all that time I don't believe one-tenth of one per cent have found their way to the captain's office without a pilot in the person of an agent who led the way. When we consider the billions in benefits that have been paid by all companies in that period the indifference of men is strange. But it is justly one of our happiest reflections that we of this fraternity, while earning our livelihood, are at the same time factors that are forever fighting the Lenins and the Trozkys of the world—always present in some form and forever threatening a free social order.

Let no one be downhearted that our task requires sturdy salesmanship and unremitting effort. It is well that it is so.

NEW YORK LIFE INSURANCE COMPANY

346 Broadway, New York

DARWIN P. KINGSLEY

President

ONE OF THE REASONS for The Shenandoah's Unprecedented Success—The S-O-M-E Policy

1. \$10,000 to \$14,683	} ORDINARY DEATH
2. \$20,000	
3. \$100	} --ACCIDENTAL DEATH PER MONTH FOR LIFE IF TOTALLY DISABLED
from \$10,000 to \$14,683	
	} and TO YOUR FAMILY UPON YOUR DEATH

And matures as an old age endowment. Premiums payable for 20 years, with four liberal options NOT DEPENDENT UPON EXAMINATION.

ONLY ONE OF OUR MANY LIBERAL POLICY CONTRACTS.

We also offer Double Indemnity and Disability as well as all forms of policies (except Term) to women at the same rate as male risks.

OUR STRENGTH—\$2.06 for every dollar of liability

The Shenandoah Life Insurance Co.

Roanoke, Virginia

General and District Agency openings in Arkansas, North Carolina, Virginia, West Virginia, New Jersey, Tennessee, and South Carolina.

On Agency matters address—W. F. MACALLISTER, Agency Manager

KANSAS' GREATEST LIFE INSURANCE COMPANY

Invites Inspection—Inquiry of Integrity

The Farmers & Bankers Life Insurance Company

Home Offices

Wichita, Kansas

Seventy-Nine Years of Service

Our first policy was issued in 1843.

Up to December 31, 1921, we had paid \$1,736,129,572 to policyholders and beneficiaries, and had accumulated \$675,319,164 for them. Dividends to policyholders totaled \$361,465,227 in the same period.

Total insurance in force at the end of 1921, \$2,472,651,779.

Corporations and Partnerships protected by Business Insurance. Inheritance tax provision for large or small estates. Philanthropic institutions endowed. Income policies for the protection of homes and dependents. Annuities for the aged. Up-to-date Disability and Double Indemnity provisions.

For terms to producing Agents address

The Mutual Life Insurance Company of New York

34 Nassau Street, New York

J. O. LAUGMAN, President

DR. ANDREW JOHNSON, Secretary

International Life & Trust Company

offers up-to-date contracts for good men.

Sohrbeck Building
MOLINE, ILLINOIS

THE MIDLAND MUTUAL LIFE INSURANCE Company of Columbus, Ohio, an established, conservative, high-grade and progressive Middle Western Company, has been admitted to Pennsylvania and will thoroughly organize it at once.

General Agencies will be established at places where territories can be arranged.

Men of character may apply to their advantage and those with local acquaintance will be preferred.

Address Home Office.

MUTUAL LIFE'S RALLY

EASTERN DIVISION MEETING

\$125,000 Club Sales Program at Portland Led by Myrick, Day and Posey

The convention at the Falmouth hotel in Portland, Me., on July 18 and 19 of the eastern division of the \$125,000 Field Club of the Mutual Life of New York proved to be a great success, 275 agents attending. The convention was in charge of Julian S. Myrick of New York, Darby A. Day of Chicago and Charles R. Posey of Baltimore, Md. These three successful managers of the Mutual had entire charge of the convention and the sales contest attached to it.

Mr. Myrick acted as chairman of the meeting, announcing on the opening day that an optimistic atmosphere was required on the part of all those present and that no hard luck stories were to be told on the penalty of being turned out. This announcement seemed to be satisfactory to those attending for nobody had to be disqualified for failure to live up to the spirit of the occasion.

Many Selling Talks

Visitors were welcomed to Portland by Thomas E. McDonald, manager of the Portland agency; this address was followed by one by Manager Posey of Baltimore on the subject "Uncovering the Need." His plea was that life insurance should be sold on a definite proposition to suit each individual case and that no lump sum insurance should be thrust upon a person simply to sell him something. "Insurance suited to the man's individual needs is the only kind that counts," he said.

M. H. Butters, of the Detroit agency, was the next speaker. He presented a survey showing the wide variety of services which life insurance is now able to offer to policyholders. The address was on similar lines to that already given before several western underwriting organizations. He described the use of these plans in the Detroit agency of the Mutual Life, with which he is connected. He gave illustrative cases from his own practice as an accompaniment of his talk.

Posey Takes Prospect's Role

The sessions Wednesday morning were devoted to a sales contest, Manager Posey himself was the prospect—an average business man. There were six contestants in this sales contest, one at a time being allowed in the room to tackle Mr. Posey, and at the end of the contest the agents present voted for the winner. Mr. Santa Marie of the Philadelphia agency was adjudged the one who submitted the best argument. The other contestants were L. J. Schroeder, of Washington, D. C.; Alexander Gilbert of the LeRoy Bowers agency, New York City; D. J. Doherty of Boston; Albert H. Jones of the Adams agency, New York City, and Norville P. Spiker of the Cincinnati agency. This contest was followed up by a blackboard demonstration and address by Mr. Day of

Chicago who aroused his hearers to great enthusiasm and applause.

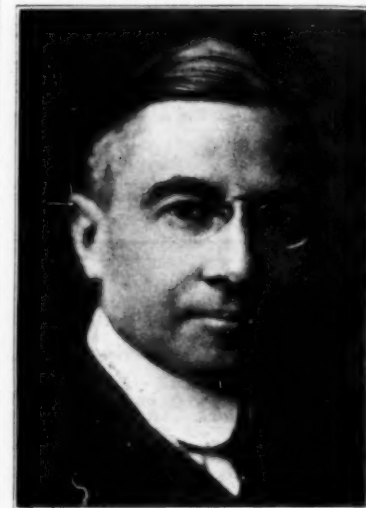
Good Banquet Program

A banquet was held at the hotel on Wednesday evening, which was presided over as toastmaster by Col. Thomas P. Morgan, agency supervisor. The speakers at the banquet were Darby A. Day, Charles R. Posey and Stewart Anderson.

Those from the home office attending the two-day session were Assistant Superintendent of Agencies Robert E. Spaulding; Col. Thomas P. Morgan, agency supervisor; C. C. Denio, agency organizer; Fred G. Dexter, agency inspector; Stewart Anderson, manager literary department.

The \$250,000 Club of the Mutual Life will meet in Vancouver the first week in August, to be followed by the Western Field Club meeting at the same place during the following week.

The Mutual Life expects, next year, to try a new plan as a substitute for the present sectional club meetings. It proposes to hold agency meetings in certain of the larger cities, such as Chicago, New York, Philadelphia, Boston, which



JULIAN S. MYRICK

will be open not only to high-standard producers but to other smaller producing agents under certain requirements which have yet to be announced. The idea of this plan is to bring the agents who need extra instruction into closer contact with the big producers with the idea of increasing their own production.

Push Conservation Work

In accordance with plans for the conservation of business in California, W. J. Hettel, home office cashier of the Great Republic Life, will shortly devote the greater portion of his time to work of that character in the field. In connection, with this, however, he will retain supervision of his department of the home office organization. Mr. Hettel has been very successful in conservation and restoration work, and it is believed that marked results will attend his efforts to cooperate with the agents in the field.

LIVE MEN CAN DOUBLE THEIR INCOME SELLING OUR Monthly Pension Bonds

(Copyrighted)

Under Our Service Pension Contract

THE LA FAYETTE LIFE INSURANCE CO.

W. W. LANE, Secretary

LA FAYETTE, INDIANA

A. E. WERKHOFF, President

NORTHWESTERN MUTUAL AGENTS IN CONVENTION

(CONTINUED FROM PAGE 3)

Special and District Agents Association met in the home office auditorium, while the General Agents' Association met in the rest room of the building.

New Officers Elected

About 200 new agents registered and all were elected to membership by acclamation at the business meeting Tuesday morning. The meeting was presided over by P. T. Throop, Nashville, president for the past year. Following reports of officers, the annual election was held at which T. A. Feyster, New York, was elected president; Franklin Mann, Omaha, vice-president, and William H. Conlin, Milwaukee, secretary-treasurer. The standing committee of the association elected follows: P. W. Fahey, Minnesota, chairman; Paul M. Smith, West Virginia; Victor M. Stamm, Wisconsin; J. J. Hughes, Iowa, and U. H. Poin-dexter, Kansas.

Names of Marathon Club members were announced, each member rising in turn and greeted by applause. Following this three-minute talks were made until the close of the morning session.

Case Method Discussions

Tuesday morning officers of the company, members of the Marathon Club and million dollar producers comprised the committee which tendered a reception to new agents, after which the Association of Agents went into business session. One of the features of the sessions was the case method discussion Tuesday afternoon, in charge of Ralph M. Hamburger of Minnesota. Five specific cases were discussed:

Case No. 1

R. L. Law, Wheeling, West Virginia, and J. J. Hughes, Iowa.—Thomas Clay, age 49, is an attorney in a city of 100,000. His income is \$6,000 a year. His dependents are a wife, same age, a daughter 14, and a son 8. Wife is a good home manager but without business experience. Family lives in a rented house. Clay carries \$15,000 life insurance payable in a lump sum and has accumulated about \$10,000, mostly in high class but non-liquid securities. How can the local Northwestern agent be of service to the Clay family?

Case No. 2

Lee J. Loventhal, Nashville, Tenn., and W. F. Atkinson, Brooklyn, N. Y.—J. H. Black, age 48, is general manager and owner of about 60 percent of the stock of a prosperous manufacturing plant in a large city. He is reputed to be worth \$500,000, over half of which is represented by stock in his own company. His family, consisting of wife 45, son 19, in college, daughter 16 and son 14, live in a \$40,000 house on which there is a mortgage of \$10,000. Mr. Black carries \$30,000 life insurance, which he says is enough to pay his debts and is all he needs. How can Mr. Black be interested in a Northwestern policy?

Case No. 3

DeW. H. Montgomery, Springfield, Ill., and W. A. Hewitt, Portland, Me.—William Taylor, age 36, inherited from his father an improved farm of 240 acres in the Mississippi Valley. He has recently given a mortgage for \$6,000 to build a new barn and make other improvements. His wife is 35 and he has four children, two boys 8 and 5, and two girls 7 and 2. He is a good farmer but he and his

family like to enjoy life and do not save much money. He carries a \$5,000 life insurance policy and says that is enough. How can you visualize the need of additional insurance to this man? What size policy? Would you suggest option settlements? If so, which ones and how arranged?

Case No. 4

L. L. Erickson, St. Paul, Minn., and W. E. Rowley, Newark, N. J.—John Smith, clerk, income \$1,800, age 32, has wife age 30, and three children, 2, 6 and 8 years of age, carries \$1,000 life insurance and says that he cannot afford any more.

Case No. 5

Rudolph Recht, New York City and R. S. Goldsberry, Pittsburgh, Pa.—William Brown, age 53, has accumulated property to the value of \$700,000, which consists of real estate, bonds and mortgages, some stock in a manufacturing business, and a fine home, all of which are entirely free from incumbrances. He is at present carrying \$40,000 of life insurance and has also among his assets \$20,000 of the first 3½ percent Liberty Loan Bonds. Has wife, son and two daughters, his children ranging in age from 25 to 17 years. He cannot see why insurance for inheritance tax is necessary in his case.

Home Office Men Speak

Wednesday morning's session was devoted to a number of addresses by home office officials. Herbert N. Laflin, associate counsel, spoke on "Our Company," taking the same subject previously announced for Henry F. Tyrrell, legislative counsel, whose illness prevented his attendance. M. H. O. Williams, assistant superintendent of agencies, talked on "Our New Policy Contract," and Vice-President N. J. Cleary discussed "Why the Northwestern Will Not Issue Disability Annuity and Double Indemnity." A comprehensive address was given by C. L. McMillen, Milwaukee general agent, on "The Banyan Tree of Success," and George E. Copeland, superintendent of agencies, discussed "The Next Twelve Months."

Wednesday afternoon was given over to two divisional sessions. W. L. Shearer, Kentucky, was chairman of the small town and country agents' luncheon conference. Subjects and speakers were: "1922 Selling Methods," R. R. Reid, Illinois. "Insurance Trusts," P. R. Hathaway, Ohio. "Intensive Cultivation," Mrs. Daisy E. Bagwell, Georgia. "Getting the Country Business," H. L. Weatherford, Kansas. "In Partnership With Big Ben," N. R. Hill, Pennsylvania. "Pan Plus Pep," T. M. Waldrop, Oklahoma. "Agency Standard," W. H. Dallas, Assistant Superintendent of Agencies.

The city agents' conference was also held at this time with C. C. Dibble of Ohio, as chairman. The first three addresses were the same as at the country conference, the others being: "Conservation of Time in a Big City," M. L. Woodward, Michigan. "A New Man's Experience in City Soliciting," Victor M. Stamm, Wisconsin. "Personality in Salesmanship," Oscar Dehner, Missouri.

Departmental Elections

Special and district agents at the annual meeting of their own association elected following officers: Dr. J. R. Riggs, Illinois, president; D. E. Baker, Minnesota, first vice-president; Ben Badenach, Illinois, second vice-president; Don P. Hayn, Chicago, secretary

OUR MAY BUSINESS was 167% as large as in May last year



HERE ARE SOME REASONS WHY—

The Company has issued a **New and Very Liberal Total and Permanent Disability Clause** providing immediate benefits, a monthly income of 1% of the face of the policy, disability presumed to be permanent after ninety days.

A new Policyholders' Health Service.

A **New Rate Book** offering many special policies—Children's Educational Funds, Old Age Pension Contracts (written without examination), Old Age Endowments, A Twenty Pay Special Business Protection Policy which at age 45 calls for a premium of \$33.51—and many others.

We have a few choice openings in new territory.

The Minnesota Mutual Life Insurance Company SAINT PAUL

Address in confidence O. J. LACY, Vice-Pres. in charge of Agencies

Great Republic Life Insurance Company LOS ANGELES, CALIFORNIA

Capital, \$500,000

Fully Paid

GREAT OPPORTUNITY FOR LIVE MEN

H. S. BRIDGEWATER
325-331 Title Guaranty Bldg.
St. Louis, Missouri
Mgr. Missouri and Kansas

J. R. RAILEY
401 Dallas County State Bank Building
Dallas, Texas
Mgr. Texas and Oklahoma

W. H. SAVAGE, Vice-President and Agency Director



SAINT PAUL

MINNESOTA

Do you want to locate in the Northwest? We can offer you liberal contracts in Minnesota, North Dakota or South Dakota.

Write Us

A. M. MIKKELSON, Secy.

J. IVAN RHEA, Supt. of Agents

MUTUAL TRUST LIFE INSURANCE COMPANY

EDWIN A. OLSON, PRESIDENT

Insurance in Force \$75,000,000

Assets \$7,512,613.17

Surplus \$635,128.94

Issues Continuous and LIMITED Payment Life, Endowments at ages 35, 40, 45, 50, 55, and 60. A special low premium BUSINESS and PROFESSIONAL Man's Policy. A Special Farm Mortgage Policy—Monthly Income—Child's Endowments. Disability Income and Double Indemnity Provisions.

THESE POLICIES PLUS A LIBERAL CONTRACT EXPLAIN THE CONSPICUOUS SUCCESS AND PERMANENCE OF MUTUAL TRUST MEN

For Agency Openings Address:

GILBERT KNUDTSON, Vice President

Home Office, 30 N. La Salle St., Chicago, Ill.

A Constructive Force

Bests' Reports say of the Mutual Benefit "Throughout its entire existence its management has sustained the highest ideals of business equity."

The more a Life Insurance agent knows about this business, the more he becomes convinced that the Mutual Benefit is a constructive force in the business itself as well as in the development of agents.

THE MUTUAL BENEFIT LIFE

INSURANCE CO.

Organized 1845

NEWARK, NEW JERSEY

THE Chicago National Life Insurance Company has special inducements for live agents in Illinois and in Indiana, advantageous contracts, standard policy forms, home office cooperation and the influence of 1200 stockholders in both states.

Five thousand leads received last month from our stockholders.

Chicago National Underwriters Co.

INCORPORATED

GENERAL AGENTS

202 South State Street

Chicago, Ill.

45.17%

of the **new business** issued by the Northwestern Mutual Life Insurance Company in 1921 was upon applications of **members previously insured in the Company.**

Its Policyholders Repeat

The assignable cause for this is found in the Northwestern business policy of

Careful Selection
No Foreign Business
Insuring Only Males
Low Death Rate
Safe Investments

Efficient Management
Liberal Policy Contracts
Low Expenses
Purely American
Purely Mutual
No Brokerage

No Rebating
No Twisting
Civil Service for Agents
Clean Business Methods
Low Net Cost

THE NORTHWESTERN MUTUAL LIFE INSURANCE



Milwaukee

COMPANY

Wisconsin

and treasurer. Directors for one year: C. E. Albright, Milwaukee; E. J. Koehn, Chicago; E. A. Crane, Fort Wayne, and Milton Woodward, Detroit.

At the annual meeting of the General Agents' Association, W. F. Atkinson, Brooklyn, was elected president; C. L. McMillen, Milwaukee, vice-president; and S. C. Pearson, Kansas City, secretary and treasurer.

Members of the Marathon Club, composed of agents having written 100 or more lives during the past twelve months, met at dinner. B. C. Nelson, Peoria, Ill., who wrote 228½ lives and received first place in the Marathon list, was named president, and C. A. Phelps, New Berlin, N. Y., with 193½ lives, vice-president. The club this year consists of twenty-six members, including one woman, Mrs. Daisy Bagwell, Atlanta, Ga., whose written business led the state of Georgia.

Results in Sport Events

In the annual golf medal competition at the Blue Mound Country Club, with about 75 agents taking part, Louis Weinhausen of Milwaukee, won with a low gross score of 76, while A. B. Sweet, last year's champion, finished second with 79. George Metzger, Kansas City, led with low net score of 56, and Gordon A. Carroll, Des Moines, was second with 65. Art Butzen, Milwaukee was low for the nine odd holes with net 36. Four tied for the special Elks' trophy. C. A. Smith of Hammond, Ind., led in the age limit competition which allowed for one stroke for each year over 45. W. A. Carroll was in charge of the tournament.

The baseball team composed of members of the Agents' Association took the home office team into camp in a hotly contested outdoor-indoor baseball game. The former team won with a score of 11 to 6.

The presentation of sport prizes by T. A. Peyser, New York, was one of the features of the annual association dinner at the Hotel Pfister, Tuesday night. P. T. Throop, president during the past year was toastmaster. A great deal of interest at this occasion was also centered on the presentation of company and association prizes by George E. Copeland, superintendent of agencies, and the presentation of Group N buttons by C. L. McMillen, Milwaukee

general agent. The address of Paul Myers, Washington attorney and formerly assistant commissioner of internal revenue, was received with great interest. Excellent entertainment was provided by the home office clerks' association.

LISTS NEW KENTUCKY LAWS

Provisions of Two Statutes Affecting Life Insurance Reviewed by Insurance Department

The Kentucky insurance department has issued a supplement to the 1920 compilation of insurance laws which includes the two recently enacted laws relating to life insurance. One of these is the act which authorizes the valuation of bonds and other securities by life insurance companies, assessment life associations and fraternal by the amortization method. The other is the act which replaces the old Section 659.

Under this act all policies previously issued by any domestic or foreign life companies are brought under the provision of law applicable and in force at the date of such issue. It is also provided that no policy of life or endowment insurance upon the ordinary plan, other than pure endowments with or without return of premiums, shall be issued or delivered unless containing provision for the following: Default and surrender provision, with a stipulated form of insurance continued after default in cases where premiums have been paid for three years; specific reference to the option to which the policyholder is entitled in the event of default in premium payment; and a table of cash or loan values. There is also a clause covering somewhat the same restrictions on industrial policies, excepting on policies issued to persons under 10 years of age until five years after attaining that age.

Plan Summer Drives at Cleveland

Some of the life insurance offices at Cleveland, O., may use contests of one kind or another during August to offset the usual mid-summer dullness. Quite a number of the solicitors have been vacationing the past few weeks and this will likely continue through August. The same thing is true of prospects. However, managers and general agents are urging those in the harness to greater efforts in order to hold up the volume as far as possible to that of past months.

This is probably more necessary this year than heretofore, since the strikes are already having some effect on the business. The trouble is psychological to a great extent, it is true, but real when it comes to a reduction of volume. It is believed that production will become normal as soon as the strikes are settled and that business will not be difficult to secure but just now people's minds are unsettled and it is hard to induce them to take up additional problems.

Cross Entertains Agents

Sumner M. Cross, president of the Columbia Life of Cincinnati, entertained 15 of his leading general agents at Cedar Point from Thursday to Saturday of last week. A baseball game, boat ride on the lake and a fishing trip was part of the program. The general agents presented Mr. Cross with a nice bunch of applications, a part of the business being written on their own lives. The Columbia Life has written a nice volume of business so far this year.

Slump at Wheeling

On account of the coal strike, the life insurance men in Wheeling, W. Va., probably are producing only about 75 percent of the business that was done by them last year. Everyone feels that a termination of the strike will help business tremendously.

TWO NEW BODIES COME FROM DENVER MEETING

(CONTINUED FROM PAGE 1)

tion shall no longer exist was, he affirmed, the purpose of calling company officials and supervising officials together at this time.

Every talk that was made at the various sessions bore heavily on this thought. The speakers used statistics rather carelessly. All of them who quoted percentages of totals, notably Superintendent Frank Travis of Kansas, used gross premiums in summing up the gigantic sum of money "sent out of out home states to the coffers of eastern insurance companies." No consideration was given by them to the matter of commissions paid to residents, nor to losses, nor to the sums invested by eastern companies in these western states.

Bar Out the Easterners

The defect in the insistence of Mr. Travis and Mr. Harty on the disparity in the sums paid for insurance protection would have had a clarifying effect at the hands of an eastern company representative had he been permitted to speak. Instead the commissioners declined to hear him. When the meeting of the supervisors had been thrown open to company officials for discussion Secretary Baine of the Colorado Association of Life Underwriters asked the privilege of having J. Stanley Edwards, former president of the National Association of Life Underwriters, offer some important information to the commissioners. This information consisted of a late compilation of the investments of eastern insurance companies in the states west of the Mississippi river. In opposing the presentation of this information Frank Travis said that it was unnecessary because each commissioner had it in the reports to the departments made by the various companies.

Company Conference

The company conference lasted about an hour. No suggestions were made, no topics broached for consideration. Chas. M. Howell of Kansas City then proposed that a committee of three be appointed to express to the commissioners who called the conference the thanks of company representatives for the privilege accorded them of being present. The committee, which was made up of Mr. Howell, George Beaudry, actuary of the Capitol Life of Denver, and W. H. Watlington, actuary of the Western National Life of Cheyenne, reported the next day that the company representatives present were grateful to the "far sighted and public-serving supervising officials responsible for the call of the conference;" and suggested that the conference be made a permanent organization.

Company Committee Named

Later Chairman Harty appointed the following committee to perfect plans for a permanent organization of all classes of insurance carriers in the states west of the Mississippi river:

A. L. Harty, chairman, treasurer International Life of St. Louis.

W. T. Grant, president Business Men's Assurance, Kansas City, Mo.

John C. Bardwell, president, Liberty Fire of St. Louis.

Clarence J. Daly, president Capitol Life of Denver.

Charles M. Howell, general counsel American Reciprocal Exchange Association, Kansas City, Mo.

Geo. R. Allen, general counsel, Fraternal Aid Union of Kansas City, Kan.

W. L. Taylor, vice-president Federal Surety of Davenport, Ia.

W. H. Watlington, actuary, Western National Life of Cheyenne, Wyo.

Travis in Keynote Speech

With the adjournment of the company conference on the morning of July 21, after a session lasting less than an hour, the commissioners convened in open session. Superintendent Travis of Kan-

CARL G. WINTER, Pres.

CHAS. W. FOLZ, Secy.-Treas.

PUBLIC SAVINGS

Insurance Company

INDIANAPOLIS

INDIANA

LIFE INSURANCE

Industrial and Ordinary

Write for Agency Opportunities in Indiana

A POINT IN YOUR FAVOR

The Grange Life is an opportunity for live agents. They have that opportunity of selling a policy lower in cost than many others and can still go into any community, confident in the knowledge that the protection they offer cannot be bettered nor the company they represent be outdone in service.

GRANGE LIFE INSURANCE COMPANY

LANSING, MICHIGAN

N. P. HULL, Pres.

C. H. BRAMBLE, Secy. and Treas.

I. D. WALLINGTON, S. pl. of Agents

THOMAS J. OWENS, President

DR. ALBERT SEATON, Vice-President and Medical Director

CLAUDE T. TUCK, Secretary

CENTURY LIFE INSURANCE CO., INDIANAPOLIS

Capital, \$200,000

NO ORGANIZATION EXPENSE

Surplus, \$100,000

All of the stock is held by a few substantial business men of Indiana who believe in the ability of the management to build a real life insurance company.

Managed by men experienced and familiar with all departments of life insurance work.

We offer agents experienced management, superior policy contracts, choice territory, progressive field and home office methods and an old-fashioned general agency contract that means money.

If you want to be affiliated with an institution that has real red blood in its veins—that has all the elements of growth and permanency—

Tell us where you want to work

sas made the opening key-note speech. He said there was no desire to array one section of companies against another section, nor to do anything to destroy the present National Convention of Insurance Commissioners. He, like Mr. Harty laid great stress on the need of conserving the fortunes of new companies by legislation and otherwise, to build them into sound institutions so as to stop the flow of money across the river to the east.

Commissioner Cochrane of Colorado was made temporary chairman of the commissioners' conference with Commissioner Bruce Bullion of Arkansas secretary. Talks were invited from company representatives and President Paisley of the Standard Life of St. Louis and Actuary Watlington of the Western National Life spoke. Both followed the spirit of the key-note speeches and Mr. Watlington's talk about reserves and competition among companies found reflection later in the language used in some of the resolutions passed by the commissioners.

Commissioners Organize

The new organization of insurance commissioners known as the American Conference of Supervising Insurance Officials, is created, as stated by the constitution "to safeguard and advance

the interests and welfare of the insured and the insured public." Although it is not so set out in the qualification for membership the sponsors assert that it is to be exclusively a trans-Mississippi organization and not in any sense a movement to disrupt the national organization. Membership may be had in the organization by any supervising official, no matter where located, "on invitation."

The first officers of the new organization are: Frank L. Travis, Superintendent of Insurance, Kansas, chairman; Ben C. Hyde, Superintendent of Insurance, Missouri, vice-chairman; Donald M. Forsyth, commissioner of insurance, Wyoming, secretary-treasurer; Jackson Cochrane, commissioner of insurance, Colorado, chairman of the executive committee of five members.

The state supervisors who attended the Denver conference were: Bruce T. Bullion, Arkansas; Jackson Cochrane and his staff, Colorado; Frank E. Travis, Kansas; Ben C. Hyde, Missouri; John M. Scott, Texas, and Donald M. Forsyth of Wyoming. The six states, other than Colorado, represented by companies, were Kansas, Nebraska, Iowa, Missouri, Arkansas and Wyoming.

On roll call of states it was announced in each instance that those states that

had no representative present were on record through official letters from their insurance department heads favoring the purpose of the conference.

Eleven different resolutions were adopted by the commissioners' conference.

Mr. Travis announced that some time in the fall an effort would be made to have a rousing big meeting of the new proposed company conference and the new commissioners' organization.

Insurance Companies Represented

Aside from the representatives from Denver of local and eastern companies, the following is the official roster of the visiting company representatives:

A. G. Ingalls, secretary, American Mutual Union, Eureka Springs, Ark.
J. V. Abrahams, secretary, Security Benefit Association, Topeka, Kans.
Geo. R. Allen, general counsel, Fraternal Aid Union, Kansas City, Kans.
S. M. Babbitt, president, Great American Life, Hutchinson, Kans.
W. C. Coleman, president, National Savings Life, Wichita, Kans.
L. A. Bali, Jr., vice-president, National Savings Life, Wichita, Kans.
J. W. Graybill, grand master, A. O. U. W., Newton, Kans.
H. K. Lindsley, president Farmers & Bankers Life, Wichita, Kans.

E. G. Woleslagel, secretary, Kansas Central Indemnity Co., Hutchinson, Kans.

Chas. A. Moore, vice-president, Liberty Life, Topeka, Kans.

Chas. M. Howell, general counsel American Reciprocal Exchange Assn., Kansas City, Mo.

Walter K. Chorn, of C. M. Howell's office.

Jas. J. Connell, American Bankers Indemnity Alliance, Kansas City, Mo.

A. L. Harty, treasurer, International Life, St. Louis, Mo.

D. H. Holt, secretary, Federal Reserve Life, Kansas City, Mo.

J. R. Paisley, president, Standard Life, St. Louis, Mo.

John Woodhead, secretary, Employers Indemnity, Kansas City, Mo.

E. L. Griffith, agency supervisor, Northwestern Life, Omaha, Neb.

D. D. Hall, secretary, North American Life, Omaha, Neb.

O. J. Lyon, general manager, Travelers Health, Omaha, Neb.

Jas. A. Radman, vice-president, Northwestern Life, Omaha, Neb.

H. E. Worrell, secretary Omaha Life, Omaha, Neb.

F. E. Hathorn, secretary, Des Moines Reinsurance Fire, Des Moines, Ia.

V. L. Montgomery, Globe Fire, Sioux City, Ia.

Carl Tennis, Federal Surety, Davenport, Ia.

W. H. Watlington, actuary, Western Natl. Life, Cheyenne, Wyo.

Frederick S. Withington, actuary, Des Moines, Ia.

Standard Life Going Strong

J. D. Van Scoten, superintendent of the Standard Life of Pittsburgh, reports business conditions since the first of the year as very good. Each month up to July produced more business than the previous month, and from all indications, July will be better than June, thus keeping up the record.

This company has been taking advantage of the Carnegie Tech's equipment in training its men and is putting high grade men through the school course as quickly as the organization can make room for them.

Within a short time the Standard Life expects to start four or five new agencies in western Pennsylvania and make an intensive cultivation of this territory.

¶ We write only one Agency contract for all agents. It is described in a little booklet which you may have for the asking.

Guardian Life
Insurance Company

Home Office, Madison, Wis.

FIDELITY LEAD SERVICE

brings the agent into contact with interested buyers of life insurance. Last year we distributed 47,604 direct leads—all interested prospects who had requested information. In 1921 this service, and Fidelity's original policy contracts, brought us within 75% of the unparalleled new business result of 1920.

Fidelity operates in 40 states. Full level net premium reserve basis. Insurance in force over \$223,000,000. Faithfully serving insurers since 1878.

A few agency openings for the right men.

FIDELITY MUTUAL LIFE
INSURANCE COMPANY,
PHILADELPHIA

Walter LeMar Talbot, President

AMERICAN CENTRAL LIFE

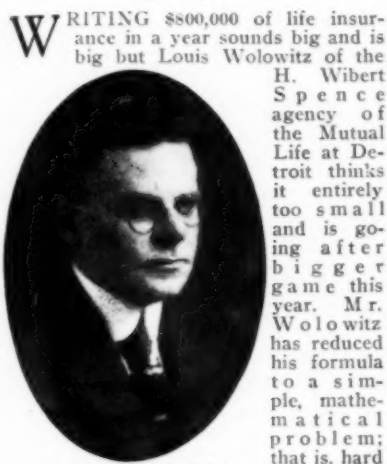
Insurance Co.

INDIANAPOLIS, IND.
Established 1899

HERBERT M. WOOLLEN
PRESIDENT

MODERN BUSINESS GETTING METHODS

Systematic Work and Close Follow-Up Are Basis of Big Record for Production Hung Up by Louis Wolowitz of Detroit



LOUIS WOLOWITZ

WRITING \$800,000 of life insurance in a year sounds big and is big but Louis Wolowitz of the H. Wibert Spence agency of the Mutual Life at Detroit thinks it entirely too small and is going after bigger game this year. Mr. Wolowitz has reduced his formula to a simple, mathematical problem; that is, hard work plus

knowledge of the business equals a million-dollar production.

His performance has not been spectacular nor phenomenal but just the result of years of hard, persistent work. There are probably many similar cases of men in America today whose success will come in the future if they follow rigidly the laws of study and work, as laid down by this Detroit underwriter; careers yet in the making will ordinarily be passed by at present, only to rise to the insurance halls of fame in the coming years!

Doubled His 1920 Production Last Year

Mr. Wolowitz stood fifteenth of all the Mutual Life salesmen in the United States and Canada in 1921. He was one of the first to qualify for the \$250,000 Field Club in 1921, and it might be said at this point that Mr. Wolowitz has been a member of the Mutual Life Field Clubs every year since he entered the business six years ago. In 1920 he ranked first in the Spence Agency and increased his 1920 production more than 100 percent in 1921.

Mr. Wolowitz is 36 years of age, married, and is the father of a boy. Before entering the life insurance field he held an important executive position for five years with a large grocery concern at Birmingham, Ala. Previous to that he had had five years of invaluable training in banking. Then he began his life insurance career, starting with the Penn Mutual in his home city of Birmingham, leaving it a year later to join the Mutual Life forces in the same city, and sold insurance throughout Alabama before going to Detroit two years ago.

Has Notable Record for Weekly Production

Going to Detroit two years ago entirely a stranger makes his record stand out as a very exceptional one. One of the most remarkable features of his success has been his weekly production. Mr. Wolowitz has produced business every week since entering the insurance field, with the exception of vacation periods and time lost through sickness.

He has laid special emphasis in placing inheritance tax and business insurance. He has had exceptional success in placing large policies on members of partnerships and on the heads of especially valuable men in large corporations.

Now we come to the analysis of the problem which Mr. Wolowitz has

solved, namely, hard work plus knowledge will get big returns. Mr. Wolowitz's hard work consists in systematic effort, making quotas, close follow-up, and producing business each week.

Knows Each Day Where He Is Going the Next

He knows every day before where he is going the next. He has a definite program. He never canvasses for insurance, camouflages an entree to his prospective client, but always has a definite appointment. He tries to get a complete history of the case at hand and is always ready to qualify any statement and to answer fully his prospect's questions.

He has a monthly quota sheet as well as a yearly mark as a goal. At the beginning of the year he makes up his yearly quota, reasonably high, divides it by eleven ("Wally" takes a month's vacation each year), and then works to better it. The fact that he has beaten every previous year's production since his entrance into the business is a sufficient answer as to the soundness of his system.

Follows Prospects a Year Before Making Appointment

Mr. Wolowitz has followed prospects for a year before making an appointment, but when he succeeds in obtaining

is wavering at that time he sells him over again.

Mr. Wolowitz is a thorough student of life insurance. He is a subscriber to all the leading insurance journals and all statistical matter pertaining to the business. He has a fine library on insurance, especially on tax matters. He is a member of, and heartily in favor of all underwriters being members of the National Association.

Complete Record of All Prospects and Policyholders

He keeps a complete record of all prospects and all policyholders. His card system is complete in every detail. He can get any information he wants about a prospect or client at a moment's notice and this is an invaluable asset to a live-wire salesman. Mr. Wolowitz has a peculiar regard as to the value of his policyholders. He considers them as capital stock. He gets his best prospects from his present policyholders.

Mr. Wolowitz does not favor lump-sum settlements on insurance policies. He absolutely demands that his client place his insurance on an income basis or in trust agreements. He says: "In order to give a man real service in his life insurance investments you must have his settlement to his wife and family on the income plan, for if you do not do this the beneficiaries are not getting the real benefit from the husband's and the father's sacrifice and you are defeating the big idea of protection."

The following actual cases which Mr. Wolowitz wrote clearly demonstrate

mortgage would be paid at its maturity. If they died before the maturity of the mortgage it would be paid without any additional expense to the estate. The brothers exclaimed: "Why, you're talking life insurance." Wolowitz asked them what difference it made what it was as long as it served the purpose. He placed \$15,000 on each brother.

Third Case Shows Value of Close Follow-up

The third case is probably one of the finest examples of what a close follow-up will result in. Mr. Wolowitz wrote a prominent and wealthy Detroit a \$10,000 policy in his usual method of obtaining new business. The man insisted on buying 20-year endowment, but in Mr. Wolowitz's opinion the better kind of a policy would be one on the 20-payment life plan. It was rather difficult to convince him but after the policy had been delivered this Detroit became thoroughly sold on the plan and thanked the Mutual Life agent for his good advice. Many insurance men would have considered this a final sale and would have gone on to the next one but Mr. Wolowitz cultivated this man's friendship for when he wrote this first policy he did not know the amount of insurance this prospect carried or should have been carrying. On further acquaintance he discovered that the man was exceptionally wealthy. He increased his personal insurance \$150,000 for inheritance tax purposes.

Business Insurance Placed on Other Executives

Following this, he brought up the question of business insurance and found that he carried an inadequate amount. He submitted a proposal on the remaining executives of this man's company and placed \$90,000 in additional business insurance on them. This was all done in a year of business depression. But the need was there and he was able to point it out to them. Continuing on this follow-up he proceeded to analyze the needs of these other executives for personal insurance. He placed \$170,000 more of personal insurance on their lives. The bulk of this personal insurance was for the payment of inheritance tax. The remainder of the insurance was placed on the life income plan, payable to the various members of their families, getting away from the lump-sum settlement which is so dangerous to the average widow.

These three cases demonstrate the value of the follow-up and consistent effort and knowledge of what a well-considered life insurance program will do for the average man.

The Affirmative Mood

At a recent St. Louis Agency meeting one speaker said he always tries to get his prospect in an affirmative mood. To do this he asks questions which require the answer "Yes"; something like this:

"You understand this, don't you, Mr. R.?" Answer, "Yes."

"This is perfectly clear to you, Mr. R.?" Answer, "Yes."

"That's a fine feature, isn't it, Mr. R.?" Answer, "Yes."

"You like that idea, don't you, Mr. R.?" Answer, "Yes."

"You are satisfied with the company's record, aren't you, Mr. R.?" Answer, "Yes."

"You would really like to have such a contract, wouldn't you, Mr. R.?" Answer, "Yes."

This is what is meant by "getting the prospect in an affirmative mood." It's making it easy—and helping him to say "yes" at the more critical moment. It is eliminating the negative from his system.—The Beaver.

WOLOWITZ'S POINTERS FOR SUCCESS

Believe in the business—and the best way to believe in it is by carrying a sufficient amount of life insurance on yourself for your dependents.

Believe in yourself.

Follow up every prospect.

Educate yourself thoroughly in the business.

Work on a definite program.

Know where you are going.

Study outside the business and keep posted on general business conditions that you may be able to meet your prospect on mutual ground.

an interview it is sure to result in new business, a new friend, and a new Wolowitz booster. He is absolutely opposed to the one-call method because, as he says, "We are all human and not clairvoyants, and it takes time to create confidence in a stranger." This persistent effort of "never say die" spirit is one of the main factors in Mr. Wolowitz's success.

In all probability Mr. Wolowitz's close follow-up and call-backs on his policyholders has resulted in more additional insurance than any other one factor which has made him successful. To make a real client of a new policyholder he calls on him several times during the year, not only for business matters but to know his man socially in order that he may create new fields of insurance by this knowledge of his personal needs. He takes the policyholder's entire insurance program into his own hands, watching the premium dates and rendering any other service which he may need.

Delivered Every Policy He Wrote Last Year

It might be said at this time that Mr. Wolowitz sells his insurance so thoroughly that he delivered every policy that he wrote last year. Mr. Wolowitz also has very few lapses. He accounts for this by calling on each policyholder, either personally or by telephone on the due date of the policy and if the man

his keenness of analysis and the persistent effort with which he works:

A prominent Detroit business man turned Wolowitz down flat on the first call. He had just bought \$40,000 worth of a well-known manufacturing stock. He was a single man and it appeared that he had no need of additional life insurance. Mr. Wolowitz finally insured him for \$40,000 to cover the stock which he had purchased in 1920. He sold this business as personal insurance for his estate. The point which Wolowitz presented that put the deal over was that 2½ percent on the stock paid for the insurance. One year later the stock was worth nothing and again insurance asserted itself and covered this man's loss.

Mortgage Made Basis for Additional Insurance

Case No. 2. Two middle-aged bachelors who were partners in a large business and who carried a large amount of insurance and apparently had no reason for carrying more. Mr. Wolowitz, who always reads the financial pages of the local papers with care and is always on the lookout for any business news, discovered that they had bought a valuable piece of property and had immediately placed a mortgage of \$30,000 on it. Mr. Wolowitz arranged an appointment and presented his proposal in the following manner: He stated that a reasonable percentage of the face of the mortgage would assure them that the

THE PERFECT PROTECTION POLICY OF THE RELIANCE LIFE

gives you something absolutely new and different to talk to your prospects. Gives you a chance to earn more money than you are now making.

Our Life Insurance Contracts contain the most up-to-date clauses known to the Insurance World. The Accident and Health gives full protection for at least a third less cost than regular casualty companies. Our agency contracts are as liberal as can be made.

WRITE AND WE WILL TELL YOU MORE ABOUT OURSELVES

Reliance Life Insurance Company of Pittsburgh Farmers Bank Building Pittsburgh, Pa.



We issue all standard forms of Life Insurance Policies. Every policy protected by Deposit of Full Legal Reserve with the State of Iowa.

Incorporated in 1862 in the Commonwealth of Massachusetts

Named JOHN HANCOCK in honor of the first Governor of Massachusetts, and first signer of the Declaration of Independence.

In 60 years it has grown to be the largest fiduciary institution in New England. Policies made secure by reserves maintained on the highest standard with an adequate Contingent Fund providing protection against all emergencies. Total Assets, \$239,693,000; Policyholders' Reserves and all Other Liabilities, \$226,361,000; Contingent Fund, \$13,332,000.

Policy contracts include all equities and options. Business done through agents. Information and advice on any matter relating to life insurance are available at any time through the Agencies or Home Office of this Company.



"SAFE AS A GOVERNMENT BOND"

The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → **LATEST POLICIES AND AGENCY CONTRACT FOR FACTS**

Openings OHIO, IND., KY., MICH. and W VA Write Columbus

Philadelphia Life Insurance Company

Home Office Building: 111 NORTH BROAD ST., PHILADELPHIA, PA.

President
CLIFFTON MALONEY

Only high-type men and women can obtain contract to represent this company.

For Salesmen and Saleswomen of such type we have an interesting contract to offer, backed by real co-operation.

JACKSON MALONEY
Vice-President

A. MOSELEY HOPKINS
Manager of Agencies

One **SECRET OF OUR SUCCESS IS SERVICE** We have a contract for you under which your income will be limited only by your activities.

A REAL PROPOSITION FOR A REAL MAN

FEDERAL CASUALTY COMPANY, DETROIT, MICHIGAN

Cash Capital, \$200,000.00 V. D. CLIFF, President

A. J. BROWNING IS SUICIDE

Mississippian Who Brought Suits
Against Insurance Companies
Takes His Own Life

A. J. Browning, state's prosecuting attorney, committed suicide by shooting himself at his home at Collins, Miss., July 19. The dead prosecuting attorney came suddenly into public notice when he filed suits against 41 life insurance companies and 27 casualty companies in February. These suits charged violation of the anti-trust statutes of Mississippi, and asked damages totaling more than a billion dollars. The filing of these suits brought on hot turmoil over the state in connection with the anti-trust suits of the state revenue agent against the fire insurance companies and the fight in the legislature then in session for a modification of the state's insurance laws. The suits were annulled by the legislature by the passage of the so-called "Stone abatement act," which was approved by the governor. Mr. Browning promised at first to prosecute his suits and test the validity of this new statute, but when they came to trial at Collins a few weeks later, withdrew them.

Maddox as Agency Manager

Announcement is made by E. S. Kinney, secretary of the National Life, of Des Moines, of the appointment of A. S. Maddox as agency manager.

This arrangement will relieve other officials of the detailed supervision of agency work and at the same time permit the carrying out of an intensive expansion program.

The association has showed a substantial increase in production of new business every month during the first half of the year, the increase for May and June averaging about 60 percent ahead of January and February. It is now issuing double indemnity and total disability riders in connection with its policies.

Reliance Life Kansas City Meeting

The Kansas-Missouri department of the Reliance Life held a convention in Kansas City last week, presided over by the general manager, E. G. McCormack and by W. L. Wilhoite, superintendent of the eastern division, and Angus Allmond, superintendent of the western division. Supervisor J. H. Klinger and General Agents E. H. Muller, Roy Findal, J. L. Thayer, K. A. Borah, I. K. McCubbin, C. J. Spenser, J. Gould and C. M. Melson were also in attendance.

Mr. McCormack, Mr. Wilhoite and Mr. Allmond have been conducting meetings in all departments west of the Mississippi.

Wilder With the Equitable

A. E. Wilder, vice-president and one of the original organizers of the Conservative Life at Sioux City, has just resigned to take up supervisory work for the Equitable of Iowa. Mr. Wilder has been in field organization work for a good many years, five of which were spent with the Equitable of New York in Iowa. It is understood that his new duties will take him over the country's entire territory.

Rates Reduced

Premium rates reduced
September, 1920

All leading forms of policies written.

Best of contracts to agents.

Two general Agencies open in Iowa.

Write for information.

LOUIS H. KOCH, President

National American Life Insurance Co.

Burlington, Iowa

"THE COMPANY OF CO-OPERATION"

DES MOINES LIFE AND ANNUITY COMPANY

We will insure the whole family!
Any plan, any age, either sex!

This is a service our men
appreciate these days.

If it appeals to you, write

HOME OFFICE
DES MOINES (R.T. Bldg.) IOWA

TERRITORY
IOWA SOUTH DAKOTA

The Accumulation Policy

is a combination of insurance and investment in a new sense.

Specimen Rate
Age 35.....\$31.90 per \$1000

The continued payment of the rate creates increasing benefits each year. As a seller it has no competition. Write us about it.

NATIONAL LIFE ASSOCIATION
Des Moines, Iowa

MUTUAL LIFE OF ILLINOIS

HOME OFFICE
SPRINGFIELD, ILLINOIS

An Old Line Legal Reserve Life Insurance Company

A Company of Service

Service to Policy Holders

Service to Agents

Service to the Public

Operates under the Famous "Registration Act" which requires the reserve on every policy issued to be deposited and held in Trust by the Insurance Department of the State

Live Up-to-Date Policies

Ordinary Life

Limited Payment and Endowments

A few good openings for good live producers in Illinois. Correspondence Invited.

H. B. HILL, President

N. H. WALT, Vice-Pres. and Agency Director

JAS. FAIRLIE, Vice-Pres. and Actuary

DR. J. R. NEAL, Sec.

FEDERAL UNION LIFE Insurance Company

Cincinnati, Ohio

has just issued a very interesting booklet

"Suggestions for Increasing Your Income"

and would be pleased to send a copy to every Life, Fire and Accident Agent in

Ohio, Illinois and Kentucky

1922

THE
STATE LIFE
INSURANCE COMPANY

INDIANAPOLIS

MORE THAN
TWENTY-ONE MILLION DOLLARS IN SECURITIES

Deposited with the State of Indiana for the
Sole Protection of Policyholders

PROGRESSIVE :: CONSERVATIVE
The Growth of Oak—The Solidity of Granite

On Agency Matters Address, **CHARLES F. COFFIN, Vice-President**

**To the Life Insurance
Agents of New York City:**

The National Underwriter Company's New York Office at 80 Maiden Lane, Room 613, always keeps on hand a supply of Little Gem Life Charts, Unique Manual-Digests, Anderson's Selling Points, Slough's Practical Life Insurance Salesmanship, Easy Lessons in Life Insurance, The Medical Side of Field Work, Eames Demonstrators, Nash's Register, Insurance Salesman and National Underwriter, (life edition) constantly in stock for your benefit. Come in and look over the Diamond Life Bulletins, the service of super-salesmen and coming super-salesmen.

Every life insurance salesman visiting the New York office will receive a free copy of a pamphlet on "Closing", the contents of which are from the Diamond Life Bulletins. This treatise on Closing has been accepted as standard by some of the best producers and agency superintendents in the country.

THE NATIONAL UNDERWRITER COMPANY
80 Maiden Lane, Room 613

If you can't come in, call John 1032

Having recently entered
Indiana

THE FRANKLIN

Life Insurance Company
of Springfield, Illinois,
has several unusually attractive openings in that state for life men of general agency caliber.

—□—

Contract direct with the
Company.

—□—

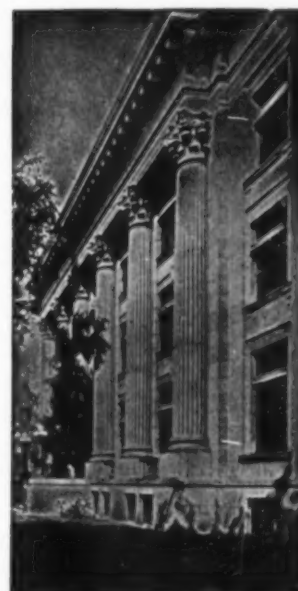
Over \$125,000,000 of insurance in force.

—□—

The remarkable growth and achievements of **THE FRANKLIN LIFE** are due to its traditional "Aggressive Conservatism" and the splendid co-operation between the Company and the Agency Staff.

Let us know something about your qualifications and your ambitions as an insurance man, and we will give you the details of our proposition.

*Write direct to the Home Office,
Springfield, Ill.*



The Appeal Is Important

Interest will always center upon something that is unusual. It is nothing more than the universal characteristic of curiosity. But in order to gain recognition, that something must not only be unusual, but it must possess good quality and merit. If it possesses neither of these, interest in it will quickly wane.

Every life insurance man realizes the value of the unusual in presenting life insurance. He tries to make his approach unusual, he detests a commonplace method of solicitation.

The International Life now grants full interest rates of trust funds. Consider how effectively this appeal will help you in your work, whether it be in business insurance for sinking fund purposes or monthly income insurance.

And that is only one of the many unusual features of The International Life. There are many distinctive advantages that make The International Life a real company for the agent.

INTERNATIONAL LIFE *of* ST. LOUIS

The Company of Today With The Methods of Tomorrow

MASSEY WILSON
President

J. L. BABLER
Vice-Pres. & Gen. Mgr. of Agencies